

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85250063
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION (no change)	
ARGUMENT(S)	

Mark: DASH (Stylized)  
Class: 35  
Serial No.: 85/250063

### REQUEST FOR RECONSIDERATION

This is in response to the Final Office Action issued on December 21, 2011. Concurrently filed herewith is the Notice of Appeal and Request for Suspension. In the Final Office Action, the Examining Attorney withdrew his refusal to register the mark DASH (stylized) ("Applicant's Mark") based on a likelihood of confusion with respect to all, but one registration, namely, registrations for (collectively, "Cited Marks"):

DASH (words only), Registration No: 2670119, Class 9 for "Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases" registered by Native Eyewear, Inc. ("Native")

and

DASH (words only), Registration No: 1807678, Class 25 for "pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters, blouses, underwear, vest tops, blazers, and coats" registered by HMX Poland SP.Z.O.O. ("HMX").

### DILUTION

The Applicant wishes to supplement the record by submitting for the Examining Attorney's consideration Certificates of Registration and Notices of Allowance and/or Notices of Publication for the following third party DASH applications and registrations, which was initially discussed in the First Office Action Response dated November 28, 2011:

- **THE DASH PAD**, Reg # 3871739, Class 12 Anti-slipping dashboard mats for holding personal items that are affixed or specially adapted to the automobile

- **FASHION DASH**, Reg # 3555167, Class 9 Computer game software; Electronic game software; Game software; Video game software
- **INTERTON DASH**, Reg # 3885213, Class 10 hearing aids
- **LAMBDA DASH**, Reg # 1684960, Class 1 biochemicals; namely, DNA cloning vectors
- **MIRROR/DASH**, Reg # 3683931, Class 25 Dresses, pants, shirts, sweaters, shoes and Class 18 handbags
- **MRS. DASH**, Reg # 1321064, Class 30 Food Seasoning and Spices
- **PAPA DASH**, Reg # 1667777, Class 30 food seasoning and spices
- **PATRICIA DASH**, Reg # 3521653, Class 16 cards with and without musical chips sold with costume jewelry
- **PORTER DASH! (and design)**, Reg # 2131161, Class 18 purses, wallets, cosmetic bags sold empty and purses for beauty products sold empty, ladies handbags, baby carriers worn on the body, backpacks, all purpose athletic bags, all purpose sport bags, beach bags, carry-on bags, clutch bags, duffel bags, leather shopping bags, overnight bags, school bags, shoulder bags, textile shopping bags, tote bags, travel bags, garment bags for travel, shoe bags for travel, briefcases, suitcases, luggage, key cases and briefcase-type portfolios
- **RAINBOW DASH**, Reg # 2900319, Class 28 toy ponies and accessories for use therewith
- **SANITARY DASH**, Reg # 1203353, Class 6 Metal Tubing, Rings Mounted About Tubular Products Passing Through Openings in a Wall for Covering the Openings, Slip Nuts and Swivel Nuts for Tubular Products and Class 11 Plumbing Products-Namely, Piping, Traps, Waste Arms and Outlets, Tailpiece Extension Tubes, Reducing Tubes, Tubular Connections, Sink Strainers, Bath Waste Piping, Shower Arms, Shower Rods, Wall Flanges for Shower Rods
- **SOFTDASH**, Reg # 3629746, Class 12 Motorcycle accessories and structural parts, namely, fairing kits, consisting of an inner fairing and parts thereof
- **SUNDASH**, Reg # 1619723, Class 11 Commercial and residential tanning equipment, namely, suntan beds with ultraviolet light
- **SUPERIOR DASH**, Reg # 1994667, Class 12 resin coated automobile trim panels
- **THE DASH**, Serial # 77607968, Class 16 Paper goods and printed matter, namely, writing paper, note pads, and desk pads, Class 21 Housewares and glass, namely, foam insulating sleeve holders for beverage cans and Class 28 Toys and sporting goods, namely, flying discs
- **WINSTON-SALEM DASH (and design)**, Reg # 3809136, Class 25 Clothing, namely, aprons, athletic uniforms, bandanas, boxer shorts, caps, cloth baby bibs, coats, golf shirts, gym shorts, gym suits, hats, jackets, jerseys, jogging suits, knit shirts, pajamas, polo shirts, ponchos, pullovers, rain coats, rainwear, sweaters, sweat pants, sweat shirts, sweat suits, socks, sport shirts, t-shirts, tank tops, ties, visors, wind resistant jackets and wristbands
- **WINSTON-SALEM DASH (and design)**, Reg # 3724885, Class 16 Paper Goods and Printed Matter, namely autograph books, binders, bookmarks, bumper stickers, calendars, catalogs in the field of baseball, decals, merchandise bags, newsletters in the field of baseball, note pads, paper containers, paper pennants, paper schedules, pens, pencils, postcards, posters, printed awards, printed game tickets, printed guides in the field of baseball, reference books in the field of baseball, score books, score cards, score sheets, stationery, stickers, sticker albums and trading cards
- **DASH II (and design)**, Reg # 1300256, Class 9 Data Recording Apparatus Consisting of a Recording Volt Meter for the Making or Recording of a Permanent Copy on a Graphic Chart
- **DASH 4**, Reg # 3293802, Class 12 Brake disks; Brake drums; Brake drums for land vehicles; Brake pads for land vehicles; Brake rotors for land vehicles; Brake shoes for land vehicles; Brake shoes for motor cars; Brakes for land vehicles; Brakes for motor cars; Disc brake pads for vehicles
- **DASHBIKE**, Reg # 3833922, Class 12 bicycles
- **DASHCOMMERCE**, Reg # 3690926, Class 9 Computer e-commerce software for users to

- purchase goods and services via a global computer network
- **DASH DESIGNS**, Reg # 1871224, Class 12 vehicle accessories; namely, dashboard covers, seat belt cushions, tool holders, and compartmentalized storage units specifically constructed for mounting on or within a motor vehicle, and steering wheel covers
  - **DASH DIRECT**, Reg # 4050753, Class 35 Mail order catalog services featuring books; mail order book club services
  - **DASH FLASH**, Reg # 3415660, Class 9 Flashing warning lights used on motor vehicles utilizing clear or colored lenses, incandescent bulbs, light emitting diodes, and/or stroboscopic tubes
  - **DASH GEAR**, Reg # 3080937, Class 21 wiping cloths
  - **DASH, INC.**, Reg # 1886528, Class 9 telephone equipment; namely, key switch units (KSU's), private branch exchanges (PBX's), and accessory equipment; namely, cables, telephones and telephone adapters
  - **DASHKING**, Reg # 2896097, Class 12 Motor vehicle, automobile, airplane and marine accessories, namely, fitted vehicle covers, fitted automobile covers, fitted truck covers, fitted airplane covers, fitted motorcycle covers, fitted boat covers, fitted dashboard covers, fitted rear deck covers for boats and vehicles, front-end masks, fitted seat covers for vehicles, boats and airplanes, sun visors for vehicles and automobile windshield sunshades
  - **DASHLASER**, Reg # 1706543, Class 11 emergency vehicle lights for dashboards or roof for vehicle use
  - **DASHLITE (stylized)**, Reg. # 1893052, Class 11 flashlights, specifically, compact rechargeable flashlights that recharge from the automobile cigar lighter socket
  - **DASH LINK (and design)**, Reg. # 1958075, Class 9 software for controlling the operation of and for accepting data from recording devices
  - **DASH'S MARKET (and design)**, Reg # 3052487, Class 16 Food wrappers, Class 17 plastic films used as packaging for food and Class 35 Retail grocery stores
  - **DASHMAT**, Reg # 1502106, Class 12 Covers for automotive vehicle dashboards, automotive vehicle clip note holders, automotive vehicle visor extenders, and automotive vehicle litter containers
  - **DASH MATE**, Reg # 3553852, Class 27 Floor mats in the nature of non-slip pads for use under apparatus to prevent slippage
  - **DASH-MATE**, Reg # 3074085, Class 9 cell-phone case connector
  - **DASHPASS**, Reg # 3659383, Class 16 Non-magnetically printed barcode identification and informational entry pass
  - **DASH PATCH**, Reg # 898084, Class 12 Material to apply to cracks, score lines and holes in floors and walls to provide smooth even surfaces
  - **DASH SAVER**, Reg # 1863644, Class 12 fitted covers for automobile dashboards and rear parcel shelves
  - **DASHTRAC**, Reg # 3858081, Class 9 Vehicle tracking devices comprised of cellular radio modules, computer software and computer hardware, sensors, transmitters, receivers and global positioning satellite receivers, all for use in connection with vehicle tracking, vehicle monitoring and anti-theft vehicle alarms
  - **DASHTRAK**, Reg # 3151403, Class 9 pedometers
  - **DASHWORKS**, Reg # 1779514, Class 9 automotive electronic components; namely, after-market radio installation kits and radio connection wiring harnesses
  - **DASH**, Reg # 1795636, Class 9 telephone equipment; namely, key switch units (KSU's), private branch exchanges (PBX's), and accessory equipment; namely, cables, telephones and telephone adapters
  - **DASH**, Reg # 1807678, Class 25 pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters,

blouses, underwear, vest tops, blazers, and coats

- **DASH**, Reg # 2037290, Class 10 disposable medical gloves
- **DASH**, Reg # 2194172, Class 10 patient monitors for monitoring ECGs, blood pressure, pulse oximetry and temperature
- **DASH**, Reg # 2194335, Class 10 patient bedside monitor for monitoring patient physiological data
- **DASH**, Reg # 2682341, Class 9 Personal computers, monitors, keyboards and communications services for personal computers computer hardware used for data and file storage retrieval and management, namely, disc arrays, disc storage units and tape storage units
- **DASH (stylized)**, Reg # 2883496, Class 9 Personal computers, monitors, keyboards and communications services for personal computers computer hardware used for data and file storage retrieval and management, namely, disc arrays, disc storage units and tape storage units
- **DASH**, Reg # 2670119, Class 9 Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases
- **DASH**, Reg # 3548998, Class 10 Deformable surgical retractors having an outer absorbent or non-absorbent pad and an inner reinforcing metal or polymeric matrix
- **DASH**, Reg # 3719384, Class 9 Computer game software; Electronic game software; Game software; Video game software
- **DASH**, Serial # 77674996, Class 35 Retail store services featuring lottery tickets
- **DASH**, Reg # 3832770, Class 3 cosmetics in general, including perfumes
- **DASH (stylized)**, Reg # 3812076, Class 12 recumbent tricycles
- **DASH**, Reg # 3757468, Class 32 Fruit flavored soft drinks
- **DASH (and design)**, Reg # 3881117, Class 32 Fruit flavored soft drinks
- **DASH (stylized)**, Reg # 4067925, Class 9 Sound recordings and downloadable sound recordings featuring music and music performances; DVDs and audiovisual recordings and downloadable audiovisual recordings featuring music and music performances; audio and video cassettes and audio and video compact discs, all featuring musical sound recordings and performances; phonograph records featuring sound recordings and musical performances; laser discs featuring sound recordings and musical performances
- **DASH**, Reg # 3884087, Class 3 Dentifrices, toothpaste, cosmetic tooth whitener, bleaching preparations and tooth whitening kits for cosmetic purposes
- **DASH**, Reg # 3905520, Class 11 hot tubs and spas in the nature of heated pools
- **DASH**, Reg # 4112316, Class 9 digital desktop electronic devices for accessing, displaying and playing data, content, media and applications provided via the Internet and global computer networks but not including computer games of any kind; desktop radios incorporating digital clocks; desktop devices for displaying weather conditions, namely, desktop digital electronic devices for displaying weather reports gathered from the Internet and global computer networks, Class 35 online retail store services featuring data, content, media and applications in the nature of music, digital pictures and video for access, display and play by a desktop digital electronic device, but not including computer games of any kind and Class 38 electronic transmission of data, content, media and applications via the Internet, global computer networks, wireless networks and electronic communication networks to desktop digital devices
- **DASH**, Reg # 4060604, Class 26 Hair extensions, wigs, hairpieces, and add-in and add-on hair accessories constructed primarily of synthetic and/or human hair
- **DASH**, Reg # 3406729, Class 9 pedometers
- **DASH**, Reg # 3260312, Class 5 Vitamins and nutritional supplements, Class 16 Publications, namely books, magazines and workbooks dealing with subjects of interest to men and woman, namely self help and motivational publications and Class 41 Education, namely providing life coaching and executive coaching to individuals and groups in the form of personal and/or class sessions and/or seminars

- **DASH**, Reg # 3788820, Class 9 wireless handheld telecommunications devices, namely, wireless telecommunications devices that combine wireless voice and data telecommunications functions, digital imaging functions, computing functions, permit the two-way wireless transmission of email and text, permit wireless access to a global computer network, and multimedia functionality
- **DASH**, Reg # 3918197, Class 33 spirits and liqueurs
- **DASH**, Reg # 3939203, Class 16 Magazine featuring food, beverages, recipes
- **DASH**, Reg # 3932894, Class 11 lamps
- **DASH**, Reg # 4040550, Class 10 Image-guided localization apparatus for surgical applications
- **DASH**, Serial # 85105192, Class 9 Downloadable software in the nature of mobile applications for use with smart phones, PDA devices, tablet computers and other portable handheld digital electronic communication devices, featuring content from magazines in the fields of food, beverages and recipes
- **DASH**, Reg # 3993649, Class 9 Computer programs for secure content delivery and host authentication
- **DASH**, Serial # 85226357, Class 5 feminine hygiene products, namely, sanitary pads and tampons

Attached hereto as **Exhibit 1** and incorporated herein by this reference are true and accurate copies of the Certificates of Registration, Notices of Allowance or Notices of Publication for the above-referenced registrations and applications.

The fact that the Examining Attorney cited over sixty registrations against Applicant's application shows how weak the wording DASH is.

To specifically address the Examining Attorney's concerns about the weakness of the wording DASH as to clothing and eyewear, the Applicant highlights the following registrations and applications that were listed above:

- **MIRROR/DASH**, Reg # 3683931, Class 25 Dresses, pants, shirts, sweaters, shoes and Class 18 handbags
- **PORTER DASH! (and design)**, Reg # 2131161, Class 18 purses, wallets, cosmetic bags sold empty and purses for beauty products sold empty, ladies handbags, baby carriers worn on the body, backpacks, all purpose athletic bags, all purpose sport bags, beach bags, carry-on bags, clutch bags, duffel bags, leather shopping bags, overnight bags, school bags, shoulder bags, textile shopping bags, tote bags, travel bags, garment bags for travel, shoe bags for travel, briefcases, suitcases, luggage, key cases and briefcase-type portfolios
- **WINSTON-SALEM DASH (and design)**, Reg # 3809136, Class 25 Clothing, namely, aprons, athletic uniforms, bandanas, boxer shorts, caps, cloth baby bibs, coats, golf shirts, gym shorts, gym suits, hats, jackets, jerseys, jogging suits, knit shirts, pajamas, polo shirts, ponchos, pullovers, rain coats, rainwear, sweaters, sweat pants, sweat shirts, sweat suits, socks, sport shirts, t-shirts, tank tops, ties, visors, wind resistant jackets and wristbands
- **DASH**, Reg # 1807678, Class 25 pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters, blouses, underwear, vest tops, blazers, and coats
- **DASH**, Reg # 2670119, Class 9 Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases

Additionally, the Applicant submits the following list of twenty-five third party registrations and applications for DASH and DASH-formative marks:

- **RADASH**, Serial # 85329448, Class 25 Clothing, namely, tops, bottoms, and t-shirts
- **LIVE YOUR DASH**, Serial # 85517287, Class 14 Keychains as jewelry, Class 16 stickers, Class 18 tote bags, Class 21 Plastic water bottles sold empty, Class 24 textile wall hangings, Class 025, hats; shirts
- **LIVE YOUR DASH**, Serial # 85542356, Class 14 Rubber or silicon wristbands in the nature of a bracelet
- **DEALDASH**, Reg # 3914068, Class 35 On-line retail store services featuring a wide variety of consumer goods or others
- **MIDDAY DASH**, Serial # 85529736, Class 35 Computerized on-line retail store services in the field of clothing
- **LIVE YOUR DASH**, Reg # 4141664, Class 14 Rings
- **A DASH OF THE DARING**, Serial # 85036230, Class 35 Wholesale ordering and store services, and retail store services, all featuring women's apparel; online wholesale ordering and store services, and online retail store services, all featuring women's apparel; catalog ordering services, wholesale ordering and store services, and retail stores services, all featuring women's apparel
- **MORE DASH THAN CASH**, Serial #85270504, Class 25 Clothing, namely, shirts, pants, shorts, jackets, coats, ties cummerbunds, suspenders, underwear, vests, sweaters, suits, hats, scarves, gloves, socks, shoes, belts, pajamas, dressing gowns, bathrobes, dresses, skirts, headbands, nightgowns, lingerie, stockings
- **LIVE YOUR DASH -MAKE EVERY MOMENT MATTER-- (and design)**, Serial # 85087798, Class 16 Gift books featuring poems and prose relating to living the "dash," that is, the years between birth and death, inspirational books, greeting cards, note cards, note pads, posters, and prints, Class 21 Cups and mugs, Class 25 T-shirts, Class 41 Entertainment services, namely, providing a website featuring video poetry and prose presentations in the field of inspirational or motivational topics for adults and children
- **THE DIRTY DASH DD (and design)**, Reg #4118734, Class 25 Hooded sweat shirts; Sweat Shirts; Long-sleeved shirts; short-sleeved shirts; Sports shirts; Sweat shirts; T-shirts; Tank tops; hats; visors; shorts; sweat pants
- **DASH BOARD**, Reg #4119281, Class 25 Belts; belts for clothing; Bermuda shorts; boxer shorts; briefs; collared shirts; crew neck sweaters; dress shirts; jumpers; long-sleeved shirts; men's underwear; mock turtleneck sweaters; open-necked shirts; overalls; pants; polo shirts; raincoats; shirts; shirts and short-sleeved shirts; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; shorts; sweaters; T-shirts; tee shirts; turtleneck sweaters; undergarments; underwear; underwear, namely, boy shorts, v-neck sweaters; waist belts
- **STASH 'N DASH (and design)**, Reg # 4052567, Class 25 Scarves
- **FASHION DASH**, Reg # 4023715, Class 35 Computerized on-line retail store services in the field of clothing
- **SMG DASH**, Reg # 4057239, Class 35 Business marketing services in the fields of customer experience and customer satisfaction measurement in retail consumer goods, restaurant, and service industries, and business marketing services in the field of employee retention; and preparation of written and electronic reports in connection with the foregoing, namely, preparation of business reports
- **DIAMOND DASH**, Serial # 79096762, Class 9 Computers, computer programs recorded and downloadable, in particular computer, video, online and browser games and computer game programs for mobile phones, Class 25 clothing, namely, outerwear, namely, jackets, T-shirts; headgear, namely, hats, caps, Class 28 electronic game machines with displays, not for connecting to an external display screen or monitor, in particular computer, video, online and browser game machines, in each case others than those adapted for use with an external display screen or

monitor, as far as included in this class, Class 35 Advertising, online advertising in a computer network, dissemination of advertisements, distribution of advertising material, namely, flyers, leaflets, printed matter and samples, Class 38 Providing access to an Internet page and electronic transmission of information in the form of text, images, speech and sounds via an Internet page; arranging and renting of access rights to an Internet page; providing access to a software in data networks for Internet access; broadcasting of movie, television, radio, BTX, video text, teletext programs or broadcasts, in particular advertising spots; providing access to databases; providing access to information from a database or from the Internet, Class 41 Organizing of games in the Internet; entertainment, namely, providing online computer, video, and browser games, computer game programs for mobile phones and providing entertainment information on the Internet; providing game service offered online

- **ZIP AND DASH**, Reg # 3319698, Class 25 Clothing, namely, dresses
- **DOLLAR DASH**, Reg # 2970189, Class 35 Retail store services featuring convenience store items and gasoline
- **STASH 'N DASH**, Reg # 3955871, Class 25 Scarves
- **DASH & DIESEL**, Reg # 3751990, Class 25 Children and baby clothing, namely, hats, t-shirts, infant and toddler one piece clothing, jackets
- **LIVE YOUR DASH**, Reg # 4042342, Class 14 Jewelry, namely, bracelets, brooches, charms, lapel pins, necklaces, and pins
- **LIVING IN THE DASH (and design)**, Reg # 3533508, Class 25 Shirts, t-shirts, polo shirts, sleep shirts, golf shirts, long sleeved shirts
- **D DASH IN (and design)**, Reg # 2978044, Class 16 Non-magnetically encoded prepaid telephone calling cards, Class 29 Deli products, namely, luncheon meats, cheese, potato salad, salads, namely fruit salad and lettuce salad; non-carbonated beverages, namely, milk, soy-based food beverage used as a milk substitute, Class 30 Bakery goods; deli products, namely, pasta and macaroni salad, pizza; sandwiches, sandwich wraps, submarine sandwiches; non-carbonated beverages, namely, coffee, coffee-based beverages containing milk, tea, iced tea; breakfast croissants, bread, Class 35 Retail stores services featuring convenience store items and gasoline
- **DASH IN**, Reg # 3060794, Class 16 Non-magnetically encoded prepaid telephone calling cards, Class 30 Bakery goods; deli products, namely, pasta and macaroni salad, pizza; sandwiches, sandwich wraps, submarine sandwiches; non-carbonated beverages, namely, coffee, coffee-based beverages containing milk, tea, iced tea; breakfast croissants; bread, Class 32 Carbonated and non-carbonated beverages, namely, soft drinks, fruit juices, smoothies, beer; drinking water, Class 35 Retail store services featuring convenience store items and gasoline
- **â™™ DOT DASH (and design)**, Reg # 4073016, Class 9 Eyewear, sunglasses; parts, fittings and accessories for eyewear and sunglasses, namely, cases, chains, cords, frames, support bands and straps
- **MAD DASH**, Serial # 77938357, Class 9 Laptop carrying cases; Notebook computer carrying cases

Attached hereto as **Exhibit 2** and incorporated herein by this reference is a true and accurate copy of the Certificates of Registration, Notices of Allowance or Notices of Publication for the above-referenced registrations and applications.

As the Examining Attorney has stated, while prior decisions and actions of other examining attorneys may not have binding effect upon the Office, the Applicant asserts that third party registrations and applications do have great probative value, in that it shows that the Cited Marks are entitled to only a narrow scope of protection. TMEP1207.01(d)(iii) (internal citations omitted) ("Evidence of third-party use falls under the sixth du Pont factor – the number and nature of similar marks in use on similar goods. If the evidence establishes that the consuming public is exposed to third-party use of similar marks on similar goods, it is relevant to show that a mark is relatively weak and entitled to only a

narrow scope of protection.”)

Because the Cited Marks are weak and entitled to a narrow scope of protection, the differences in the marks and goods/services are what customers are conditioned to notice and assist in distinguishing the sources of goods/services.

### **DIFFERENT COMMERCIAL IMPRESSION**

The Applicant agrees that the Applicant's Mark is not “KarDASHian” but rather it's “DASH.” However, the “DASH” mark, when used by the Applicant, evokes a different commercial impression than any other use of DASH. The Applicant's Mark is associated in the minds of the consumers with Applicant's hugely popular chain of “DASH” retail stores featured on the television shows, *Keeping Up with the Kardashians*, *Kourtney and Khloe Take Miami* and *Kourtney and Kim Take New York*. See, **Exhibit 1** of First Office Action.

The Applicant is not arguing that, because its mark has greater exposure than the Cited Marks, customers will think of Applicant and not HMX or Native as the source of the services. Instead, the Applicant is arguing that the underlying CONNOTATION and MEANING of DASH as used by the Applicant is unique and distinguishable from all other uses of DASH; thereby significantly reducing, if not eliminating, the likelihood of confusion. TMEP 1207.01(b)(v) (emphasis added) (“Even marks that are identical in sound and/or appearance may create sufficiently different commercial impressions when applied to the respective parties' goods or services so that there is no likelihood of confusion.”); See, e.g., *In re Sears, Roebuck & Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987) (holding CROSS-OVER for bras and CROSSOVER for ladies' sportswear not likely to cause confusion, noting that the term “CROSS-OVER” was suggestive of the construction of applicant's bras, whereas “CROSSOVER,” as applied to registrant's goods, was “likely to be perceived by purchasers either as an entirely arbitrary designation, or as being suggestive of sportswear which “crosses over” the line between informal and more formal wear . . . or the line between two seasons”); *In re British Bulldog, Ltd.*, 224 USPQ 854, 856 (TTAB 1984) (holding PLAYERS for men's underwear and PLAYERS for shoes not likely to cause confusion, agreeing with applicant's argument that the term “PLAYERS” implies a fit, style, color, and durability suitable for outdoor activities when applied to shoes, but “implies something else, primarily indoors in nature” when applied to men's underwear); *In re Sydel Lingerie Co.*, 197 USPQ 629, 630 (TTAB 1977) (holding BOTTOMS UP for ladies' and children's underwear and BOTTOMS UP for men's clothing not likely to cause confusion, noting that the wording connotes the drinking phrase “Drink Up” when applied to men's clothing, but does not have this connotation when applied to ladies' and children's underwear).

The differences in the meaning coupled with the differences in stylization and appearance eliminates any likelihood of confusion.

### **DIFFERENCES IN THE GOODS AND SERVICES**

Per TMEP 1207.01(a)(iv), “[t]he facts in each case vary and the weight to be given each relevant du Pont factor may be different in light of the varying circumstances; therefore, there can be no rule that certain goods or services are per se related, such that there must be a likelihood of confusion from the use of similar marks in relation thereto.”)

“[S]ervices and goods are ‘related’ not because they coexist in the same broad industry, but . . . if the services [or goods] are marketed and consumed such that buyers are likely to believe that the



services [or goods], similarly marked, come from the same source, or are somehow connected with or sponsored by a common company.” See Daddy’s Junky Music Stores, Inc. v. Big Daddy’s Family Music Center, 109 F.3d 275, 282-283 (6th Cir. 1997) quoting Homeowners Group, Inc. v. Home Marketing Specialists, Inc., 931 F.2d 1100, 1109 (6th Cir. 1991) (emphasis added).

Here, the Applicant’s services are not marketed in such a manner as to cause consumers into believing that its services come from the same source as the goods offered under the Cited Marks. It is clear that the source of the Applicant’s Services is the Applicant, as discussed above.

Additionally, while in some cases goods are considered related to retail store services selling such goods, because in this instance the Cited Marks are so weak for their respective goods, their scope of protection is narrow and HMX and Native’s rights should not expand to Applicant’s services. *See, Oxford Industries Inc. v. JBJ Fabrics Inc., 6 USPQ.2d 1756* (“No likelihood of confusion exists, under eight factor test, between plaintiff’s mark ‘BJJ’ for women’s apparel, and defendant textile converter’s use of ‘BJJ’ as part of its corporate name, since plaintiff’s mark, although arbitrary or fanciful and thus not requiring proof of secondary meaning, is nevertheless weak, since defendant’s use of initials in ‘BJJ Fabrics Inc.’ dispels confusion in consumer’s mind, since no evidence exists that plaintiff intends to ‘bridge the gap’ in retail sale of fabric...”)

Even within the broad category of wearing apparel, the courts have found that the products are not related, especially with the wording is weak. *H. Lubovsky, Inc. v. Espirit de Corp., 627 F.Supp.483, 228 USPQ 814 (SDNY 1986)* (ESPIRIT on shoes not strong enough to create confusion from use on wearing apparel); *In re Shoe Works, Inc., 6 USPQ.2d 1890 (TTAB 1988)* (no likelihood of confusion between PALM BAY women’s shoes and PALM BAY shorts and pants). Likewise, the Applicant believes that Native and HMX’s goods are not related to Applicant’s Services, such that customers will believe that Native’s eyewear or HMX’s apparel originate from the same source as the Applicant’s retail store services, especially given the weakness of the Cited Marks and distinctive meaning of the Applicant’s Mark.

## **CONCLUSION**

Based on the foregoing, the Applicant respectfully requests that the application be approved for publication.

## **EVIDENCE SECTION**

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	<u>cvi 1744713130-204409788 . Exhibit 1-Part 1.pdf</u>
CONVERTED PDF FILE(S) (39 pages)	<u>\\TICRS\EXPORT16\IMAGEOUT16\852\500\85250063\xml1\RFR0002.JPG</u>
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<b>DESCRIPTION OF EVIDENCE FILE</b>	registration certificates, notices of allowance and notices of publication
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Jennifer Ko Craft/
<b>SIGNATORY'S NAME</b>	Jennifer Ko Craft
<b>SIGNATORY'S POSITION</b>	Attorney of Record, Nevada Bar Member
<b>SIGNATORY'S PHONE NUMBER</b>	(702) 796-5555
<b>DATE SIGNED</b>	06/21/2012
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Thu Jun 21 20:49:08 EDT 2012
<b>TEAS STAMP</b>	USPTO/RFR-174.47.13.130-2 0120621204908268601-85250 063-490a856462ee7d57cda66 e4d0e4c23d8326-N/A-N/A-20

PTO Form 1-30 (Rev. 9-1-07)  
OMB No. 0651-0050 (Rev. 4-30-2009)

**Request for Reconsideration after Final Action  
To the Commissioner for Trademarks:**

Application serial no. **85250063** has been amended as follows:

**ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

Mark: DASH (Stylized)  
Class: 35  
Serial No.: 85/250063

**REQUEST FOR RECONSIDERATION**

This is in response to the Final Office Action issued on December 21, 2011. Concurrently filed herewith is the Notice of Appeal and Request for Suspension. In the Final Office Action, the Examining Attorney withdrew his refusal to register the mark DASH (stylized) ("Applicant's Mark") based on a likelihood of confusion with respect to all, but one registration, namely, registrations for (collectively, "Cited Marks"):

DASH (words only), Registration No: 2670119, Class 9 for "Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases" registered by Native Eyewear, Inc. ("Native")

and

DASH (words only), Registration No: 1807678, Class 25 for "pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters, blouses, underwear, vest tops, blazers, and coats" registered by HMX Poland SP.Z.O.O. ("HMX").

**DILUTION**

The Applicant wishes to supplement the record by submitting for the Examining Attorney's consideration Certificates of Registration and Notices of Allowance and/or Notices of Publication for the following third party DASH applications and registrations, which was initially discussed in the First Office Action Response dated November 28, 2011:

- **THE DASH PAD**, Reg # 3871739, Class 12 Anti-slipping dashboard mats for holding personal items that are affixed or specially adapted to the automobile
- **FASHION DASH**, Reg # 3555167, Class 9 Computer game software; Electronic game software; Game software; Video game software

- **INTERTON DASH**, Reg # 3885213, Class 10 hearing aids
- **LAMBDA DASH**, Reg # 1684960, Class 1 biochemicals; namely, DNA cloning vectors
- **MIRROR/DASH**, Reg # 3683931, Class 25 Dresses, pants, shirts, sweaters, shoes and Class 18 handbags
- **MRS. DASH**, Reg # 1321064, Class 30 Food Seasoning and Spices
- **PAPA DASH**, Reg # 1667777, Class 30 food seasoning and spices
- **PATRICIA DASH**, Reg # 3521653, Class 16 cards with and without musical chips sold with costume jewelry
- **PORTER DASH! (and design)**, Reg # 2131161, Class 18 purses, wallets, cosmetic bags sold empty and purses for beauty products sold empty, ladies handbags, baby carriers worn on the body, backpacks, all purpose athletic bags, all purpose sport bags, beach bags, carry-on bags, clutch bags, duffel bags, leather shopping bags, overnight bags, school bags, shoulder bags, textile shopping bags, tote bags, travel bags, garment bags for travel, shoe bags for travel, briefcases, suitcases, luggage, key cases and briefcase-type portfolios
- **RAINBOW DASH**, Reg # 2900319, Class 28 toy ponies and accessories for use therewith
- **SANITARY DASH**, Reg # 1203353, Class 6 Metal Tubing, Rings Mounted About Tubular Products Passing Through Openings in a Wall for Covering the Openings, Slip Nuts and Swivel Nuts for Tubular Products and Class 11 Plumbing Products-Namely, Piping, Traps, Waste Arms and Outlets, Tailpiece Extension Tubes, Reducing Tubes, Tubular Connections, Sink Strainers, Bath Waste Piping, Shower Arms, Shower Rods, Wall Flanges for Shower Rods
- **SOFTDASH**, Reg # 3629746, Class 12 Motorcycle accessories and structural parts, namely, fairing kits, consisting of an inner fairing and parts thereof
- **SUNDASH**, Reg # 1619723, Class 11 Commercial and residential tanning equipment, namely, suntan beds with ultraviolet light
- **SUPERIOR DASH**, Reg # 1994667, Class 12 resin coated automobile trim panels
- **THE DASH**, Serial # 77607968, Class 16 Paper goods and printed matter, namely, writing paper, note pads, and desk pads, Class 21 Housewares and glass, namely, foam insulating sleeve holders for beverage cans and Class 28 Toys and sporting goods, namely, flying discs
- **WINSTON-SALEM DASH (and design)**, Reg # 3809136, Class 25 Clothing, namely, aprons, athletic uniforms, bandanas, boxer shorts, caps, cloth baby bibs, coats, golf shirts, gym shorts, gym suits, hats, jackets, jerseys, jogging suits, knit shirts, pajamas, polo shirts, ponchos, pullovers, rain coats, rainwear, sweaters, sweat pants, sweat shirts, sweat suits, socks, sport shirts, t-shirts, tank tops, ties, visors, wind resistant jackets and wristbands
- **WINSTON-SALEM DASH (and design)**, Reg # 3724885, Class 16 Paper Goods and Printed Matter, namely autograph books, binders, bookmarks, bumper stickers, calendars, catalogs in the field of baseball, decals, merchandise bags, newsletters in the field of baseball, note pads, paper containers, paper pennants, paper schedules, pens, pencils, postcards, posters, printed awards, printed game tickets, printed guides in the field of baseball, reference books in the field of baseball, score books, score cards, score sheets, stationery, stickers, sticker albums and trading cards
- **DASH II (and design)**, Reg # 1300256, Class 9 Data Recording Apparatus Consisting of a Recording Volt Meter for the Making or Recording of a Permanent Copy on a Graphic Chart
- **DASH 4**, Reg # 3293802, Class 12 Brake disks; Brake drums; Brake drums for land vehicles; Brake pads for land vehicles; Brake rotors for land vehicles; Brake shoes for land vehicles; Brake shoes for motor cars; Brakes for land vehicles; Brakes for motor cars; Disc brake pads for vehicles
- **DASHBIKE**, Reg # 3833922, Class 12 bicycles
- **DASHCOMMERCE**, Reg # 3690926, Class 9 Computer e-commerce software for users to purchase goods and services via a global computer network
- **DASH DESIGNS**, Reg # 1871224, Class 12 vehicle accessories; namely, dashboard covers, seat belt cushions, tool holders, and compartmentalized storage units specifically constructed for mounting on or within a motor vehicle, and steering wheel covers



- **DASH DIRECT**, Reg # 4050753, Class 35 Mail order catalog services featuring books; mail order book club services
- **DASH FLASH**, Reg # 3415660, Class 9 Flashing warning lights used on motor vehicles utilizing clear or colored lenses, incandescent bulbs, light emitting diodes, and/or stroboscopic tubes
- **DASH GEAR**, Reg # 3080937, Class 21 wiping cloths
- **DASH, INC.**, Reg # 1886528, Class 9 telephone equipment; namely, key switch units (KSU's), private branch exchanges (PBX's), and accessory equipment; namely, cables, telephones and telephone adapters
- **DASHKING**, Reg # 2896097, Class 12 Motor vehicle, automobile, airplane and marine accessories, namely, fitted vehicle covers, fitted automobile covers, fitted truck covers, fitted airplane covers, fitted motorcycle covers, fitted boat covers, fitted dashboard covers, fitted rear deck covers for boats and vehicles, front-end masks, fitted seat covers for vehicles, boats and airplanes, sun visors for vehicles and automobile windshield sunshades
- **DASHLASER**, Reg # 1706543, Class 11 emergency vehicle lights for dashboards or roof for vehicle use
- **DASHLITE (stylized)**, Reg. # 1893052, Class 11 flashlights, specifically, compact rechargeable flashlights that recharge from the automobile cigar lighter socket
- **DASH LINK (and design)**, Reg. # 1958075, Class 9 software for controlling the operation of and for accepting data from recording devices
- **DASH'S MARKET (and design)**, Reg # 3052487, Class 16 Food wrappers, Class 17 plastic films used as packaging for food and Class 35 Retail grocery stores
- **DASHMAT**, Reg # 1502106, Class 12 Covers for automotive vehicle dashboards, automotive vehicle clip note holders, automotive vehicle visor extenders, and automotive vehicle litter containers
- **DASH MATE**, Reg # 3553852, Class 27 Floor mats in the nature of non-slip pads for use under apparatus to prevent slippage
- **DASH-MATE**, Reg # 3074085, Class 9 cell-phone case connector
- **DASHPASS**, Reg # 3659383, Class 16 Non-magnetically printed barcode identification and informational entry pass
- **DASH PATCH**, Reg # 898084, Class 12 Material to apply to cracks, score lines and holes in floors and walls to provide smooth even surfaces
- **DASH SAVER**, Reg # 1863644, Class 12 fitted covers for automobile dashboards and rear parcel shelves
- **DASHTRAC**, Reg # 3858081, Class 9 Vehicle tracking devices comprised of cellular radio modules, computer software and computer hardware, sensors, transmitters, receivers and global positioning satellite receivers, all for use in connection with vehicle tracking, vehicle monitoring and anti-theft vehicle alarms
- **DASHTRAK**, Reg # 3151403, Class 9 pedometers
- **DASHWORKS**, Reg # 1779514, Class 9 automotive electronic components; namely, after-market radio installation kits and radio connection wiring harnesses
- **DASH**, Reg # 1795636, Class 9 telephone equipment; namely, key switch units (KSU's), private branch exchanges (PBX's), and accessory equipment; namely, cables, telephones and telephone adapters
- **DASH**, Reg # 1807678, Class 25 pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters, blouses, underwear, vest tops, blazers, and coats
- **DASH**, Reg # 2037290, Class 10 disposable medical gloves
- **DASH**, Reg # 2194172, Class 10 patient monitors for monitoring ECGs, blood pressure, pulse oximetry and temperature

- **DASH**, Reg # 2194335, Class 10 patient bedside monitor for monitoring patient physiological data
- **DASH**, Reg # 2682341, Class 9 Personal computers, monitors, keyboards and communications services for personal computers computer hardware used for data and file storage retrieval and management, namely, disc arrays, disc storage units and tape storage units
- **DASH (stylized)**, Reg # 2883496, Class 9 Personal computers, monitors, keyboards and communications services for personal computers computer hardware used for data and file storage retrieval and management, namely, disc arrays, disc storage units and tape storage units
- **DASH**, Reg # 2670119, Class 9 Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases
- **DASH**, Reg # 3548998, Class 10 Deformable surgical retractors having an outer absorbent or non-absorbent pad and an inner reinforcing metal or polymeric matrix
- **DASH**, Reg # 3719384, Class 9 Computer game software; Electronic game software; Game software; Video game software
- **DASH**, Serial # 77674996, Class 35 Retail store services featuring lottery tickets
- **DASH**, Reg # 3832770, Class 3 cosmetics in general, including perfumes
- **DASH (stylized)**, Reg # 3812076, Class 12 recumbent tricycles
- **DASH**, Reg # 3757468, Class 32 Fruit flavored soft drinks
- **DASH (and design)**, Reg # 3881117, Class 32 Fruit flavored soft drinks
- **DASH (stylized)**, Reg # 4067925, Class 9 Sound recordings and downloadable sound recordings featuring music and music performances; DVDs and audiovisual recordings and downloadable audiovisual recordings featuring music and music performances; audio and video cassettes and audio and video compact discs, all featuring musical sound recordings and performances; phonograph records featuring sound recordings and musical performances; laser discs featuring sound recordings and musical performances
- **DASH**, Reg # 3884087, Class 3 Dentifrices, toothpaste, cosmetic tooth whitener, bleaching preparations and tooth whitening kits for cosmetic purposes
- **DASH**, Reg # 3905520, Class 11 hot tubs and spas in the nature of heated pools
- **DASH**, Reg # 4112316, Class 9 digital desktop electronic devices for accessing, displaying and playing data, content, media and applications provided via the Internet and global computer networks but not including computer games of any kind; desktop radios incorporating digital clocks; desktop devices for displaying weather conditions, namely, desktop digital electronic devices for displaying weather reports gathered from the Internet and global computer networks, Class 35 online retail store services featuring data, content, media and applications in the nature of music, digital pictures and video for access, display and play by a desktop digital electronic device, but not including computer games of any kind and Class 38 electronic transmission of data, content, media and applications via the Internet, global computer networks, wireless networks and electronic communication networks to desktop digital devices
- **DASH**, Reg # 4060604, Class 26 Hair extensions, wigs, hairpieces, and add-in and add-on hair accessories constructed primarily of synthetic and/or human hair
- **DASH**, Reg # 3406729, Class 9 pedometers
- **DASH**, Reg # 3260312, Class 5 Vitamins and nutritional supplements, Class 16 Publications, namely books, magazines and workbooks dealing with subjects of interest to men and woman, namely self help and motivational publications and Class 41 Education, namely providing life coaching and executive coaching to individuals and groups in the form of personal and/or class sessions and/or seminars
- **DASH**, Reg # 3788820, Class 9 wireless handheld telecommunications devices, namely, wireless telecommunications devices that combine wireless voice and data telecommunications functions, digital imaging functions, computing functions, permit the two-way wireless transmission of email and text, permit wireless access to a global computer network, and multimedia functionality
- **DASH**, Reg # 3918197, Class 33 spirits and liqueurs

- **DASH**, Reg # 3939203, Class 16 Magazine featuring food, beverages, recipes
- **DASH**, Reg # 3932894, Class 11 lamps
- **DASH**, Reg # 4040550, Class 10 Image-guided localization apparatus for surgical applications
- **DASH**, Serial # 85105192, Class 9 Downloadable software in the nature of mobile applications for use with smart phones, PDA devices, tablet computers and other portable handheld digital electronic communication devices, featuring content from magazines in the fields of food, beverages and recipes
- **DASH**, Reg # 3993649, Class 9 Computer programs for secure content delivery and host authentication
- **DASH**, Serial # 85226357, Class 5 feminine hygiene products, namely, sanitary pads and tampons

Attached hereto as **Exhibit 1** and incorporated herein by this reference are true and accurate copies of the Certificates of Registration, Notices of Allowance or Notices of Publication for the above-referenced registrations and applications.

The fact that the Examining Attorney cited over sixty registrations against Applicant's application shows how weak the wording DASH is.

To specifically address the Examining Attorney's concerns about the weakness of the wording DASH as to clothing and eyewear, the Applicant highlights the following registrations and applications that were listed above:

- **MIRROR/DASH**, Reg # 3683931, Class 25 Dresses, pants, shirts, sweaters, shoes and Class 18 handbags
- **PORTER DASH! (and design)**, Reg # 2131161, Class 18 purses, wallets, cosmetic bags sold empty and purses for beauty products sold empty, ladies handbags, baby carriers worn on the body, backpacks, all purpose athletic bags, all purpose sport bags, beach bags, carry-on bags, clutch bags, duffel bags, leather shopping bags, overnight bags, school bags, shoulder bags, textile shopping bags, tote bags, travel bags, garment bags for travel, shoe bags for travel, briefcases, suitcases, luggage, key cases and briefcase-type portfolios
- **WINSTON-SALEM DASH (and design)**, Reg # 3809136, Class 25 Clothing, namely, aprons, athletic uniforms, bandanas, boxer shorts, caps, cloth baby bibs, coats, golf shirts, gym shorts, gym suits, hats, jackets, jerseys, jogging suits, knit shirts, pajamas, polo shirts, ponchos, pullovers, rain coats, rainwear, sweaters, sweat pants, sweat shirts, sweat suits, socks, sport shirts, t-shirts, tank tops, ties, visors, wind resistant jackets and wristbands
- **DASH**, Reg # 1807678, Class 25 pants, shirts, sweatshirts, sweatpants, hosiery, jackets, shoes, waistcoats, T-shirts, shorts, hats, headbands, wristbands, leggings, shoulder belts, belts, sweaters, blouses, underwear, vest tops, blazers, and coats
- **DASH**, Reg # 2670119, Class 9 Eyewear, namely eyeglasses, eyeglass frames, sunglasses and eyeglass cases

Additionally, the Applicant submits the following list of twenty-five third party registrations and applications for DASH and DASH-formative marks:

- **RADASH**, Serial # 85329448, Class 25 Clothing, namely, tops, bottoms, and t-shirts
- **LIVE YOUR DASH**, Serial # 85517287, Class 14 Keychains as jewelry, Class 16 stickers, Class 18 tote bags, Class 21 Plastic water bottles sold empty, Class 24 textile wall hangings, Class 025, hats; shirts

- **LIVE YOUR DASH**, Serial # 85542356, Class 14 Rubber or silicon wristbands in the nature of a bracelet
- **DEALDASH**, Reg # 3914068, Class 35 On-line retail store services featuring a wide variety of consumer goods or others
- **MIDDAY DASH**, Serial # 85529736, Class 35 Computerized on-line retail store services in the field of clothing
- **LIVE YOUR DASH**, Reg # 4141664, Class 14 Rings
- **A DASH OF THE DARING**, Serial # 85036230, Class 35 Wholesale ordering and store services, and retail store services, all featuring women's apparel; online wholesale ordering and store services, and online retail store services, all featuring women's apparel; catalog ordering services, wholesale ordering and store services, and retail stores services, all featuring women's apparel
- **MORE DASH THAN CASH**, Serial #85270504, Class 25 Clothing, namely, shirts, pants, shorts, jackets, coats, ties cummerbunds, suspenders, underwear, vests, sweaters, suits, hats, scarves, gloves, socks, shoes, belts, pajamas, dressing gowns, bathrobes, dresses, skirts, headbands, nightgowns, lingerie, stockings
- **LIVE YOUR DASH –MAKE EVERY MOMENT MATTER-- (and design)**, Serial # 85087798, Class 16 Gift books featuring poems and prose relating to living the "dash," that is, the years between birth and death, inspirational books, greeting cards, note cards, note pads, posters, and prints, Class 21 Cups and mugs, Class 25 T-shirts, Class 41 Entertainment services, namely, providing a website featuring video poetry and prose presentations in the field of inspirational or motivational topics for adults and children
- **THE DIRTY DASH DD (and design)**, Reg #4118734, Class 25 Hooded sweat shirts; Sweat Shirts; Long-sleeved shirts; short-sleeved shirts; Sports shirts; Sweat shirts; T-shirts; Tank tops; hats; visors; shorts; sweat pants
- **DASH BOARD**, Reg #4119281, Class 25 Belts; belts for clothing; Bermuda shorts; boxer shorts; briefs; collared shirts; crew neck sweaters; dress shirts; jumpers; long-sleeved shirts; men's underwear; mock turtleneck sweaters; open-necked shirts; overalls; pants; polo shirts; raincoats; shirts; shirts and short-sleeved shirts; short-sleeved or long-sleeved t-shirts; short-sleeved shirts; shorts; sweaters; T-shirts; tee shirts; turtleneck sweaters; undergarments; underwear; underwear, namely, boy shorts, v-neck sweaters; waist belts
- **STASH 'N DASH (and design)**, Reg # 4052567, Class 25 Scarves
- **FASHION DASH**, Reg # 4023715, Class 35 Computerized on-line retail store services in the field of clothing
- **SMG DASH**, Reg # 4057239, Class 35 Business marketing services in the fields of customer experience and customer satisfaction measurement in retail consumer goods, restaurant, and service industries, and business marketing services in the field of employee retention; and preparation of written and electronic reports in connection with the foregoing, namely, preparation of business reports
- **DIAMOND DASH**, Serial # 79096762, Class 9 Computers, computer programs recorded and downloadable, in particular computer, video, online and browser games and computer game programs for mobile phones, Class 25 clothing, namely, outerwear, namely, jackets, T-shirts; headgear, namely, hats, caps, Class 28 electronic game machines with displays, not for connecting to an external display screen or monitor, in particular computer, video, online and browser game machines, in each case others than those adapted for use with an external display screen or monitor, as far as included in this class, Class 35 Advertising, online advertising in a computer network, dissemination of advertisements, distribution of advertising material, namely, flyers, leaflets, printed matter and samples, Class 38 Providing access to an Internet page and electronic transmission of information in the form of text, images, speech and sounds via an Internet page; arranging and renting of access rights to an Internet page; providing access to a software in data networks for Internet access; broadcasting of movie, television, radio, BTX, video text, teletext programs or broadcasts, in particular advertising spots; providing access to databases; providing access to information from a database or from the Internet, Class 41 Organizing of games in the Internet;

entertainment, namely, providing online computer, video, and browser games, computer game programs for mobile phones and providing entertainment information on the Internet; providing game service offered online

- **ZIP AND DASH**, Reg # 3319698, Class 25 Clothing, namely, dresses
- **DOLLAR DASH**, Reg # 2970189, Class 35 Retail store services featuring convenience store items and gasoline
- **STASH 'N DASH**, Reg # 3955871, Class 25 Scarves
- **DASH & DIESEL**, Reg # 3751990, Class 25 Children and baby clothing, namely, hats, t-shirts, infant and toddler one piece clothing, jackets
- **LIVE YOUR DASH**, Reg # 4042342, Class 14 Jewelry, namely, bracelets, brooches, charms, lapel pins, necklaces, and pins
- **LIVING IN THE DASH (and design)**, Reg # 3533508, Class 25 Shirts, t-shirts, polo shirts, sleep shirts, golf shirts, long sleeved shirts
- **D DASH IN (and design)**, Reg # 2978044, Class 16 Non-magnetically encoded prepaid telephone calling cards, Class 29 Deli products, namely, luncheon meats, cheese, potato salad, salads, namely fruit salad and lettuce salad; non-carbonated beverages, namely, milk, soy-based food beverage used as a milk substitute, Class 30 Bakery goods; deli products, namely, pasta and macaroni salad, pizza; sandwiches, sandwich wraps, submarine sandwiches; non-carbonated beverages, namely, coffee, coffee-based beverages containing milk, tea, iced tea; breakfast croissants, bread, Class 35 Retail stores services featuring convenience store items and gasoline
- **DASH IN**, Reg # 3060794, Class 16 Non-magnetically encoded prepaid telephone calling cards, Class 30 Bakery goods; deli products, namely, pasta and macaroni salad, pizza; sandwiches, sandwich wraps, submarine sandwiches; non-carbonated beverages, namely, coffee, coffee-based beverages containing milk, tea, iced tea; breakfast croissants; bread, Class 32 Carbonated and non-carbonated beverages, namely, soft drinks, fruit juices, smoothies, beer; drinking water, Class 35 Retail store services featuring convenience store items and gasoline
- **â™™â™™ DOT DASH (and design)**, Reg # 4073016, Class 9 Eyewear, sunglasses; parts, fittings and accessories for eyewear and sunglasses, namely, cases, chains, cords, frames, support bands and straps
- **MAD DASH**, Serial # 77938357, Class 9 Laptop carrying cases; Notebook computer carrying cases

Attached hereto as **Exhibit 2** and incorporated herein by this reference is a true and accurate copy of the Certificates of Registration, Notices of Allowance or Notices of Publication for the above-referenced registrations and applications.

As the Examining Attorney has stated, while prior decisions and actions of other examining attorneys may not have binding effect upon the Office, the Applicant asserts that third party registrations and applications do have great probative value, in that it shows that the Cited Marks are entitled to only a narrow scope of protection. TMEP1207.01(d)(iii) (internal citations omitted) (“Evidence of third-party use falls under the sixth du Pont factor – the number and nature of similar marks in use on similar goods. If the evidence establishes that the consuming public is exposed to third-party use of similar marks on similar goods, it is relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection.”)

Because the Cited Marks are weak and entitled to a narrow scope of protection, the differences in the marks and goods/services are what customers are conditioned to notice and assist in distinguishing the sources of goods/services.

#### **DIFFERENT COMMERCIAL IMPRESSION**

The Applicant agrees that the Applicant’s Mark is not “KarDASHian” but rather it’s “DASH.”

However, the "DASH" mark, when used by the Applicant, evokes a different commercial impression than any other use of DASH. The Applicant's Mark is associated in the minds of the consumers with Applicant's hugely popular chain of "DASH" retail stores featured on the television shows, *Keeping Up with the Kardashians*, *Kourtney and Khloe Take Miami* and *Kourtney and Kim Take New York*. See, **Exhibit 1** of First Office Action.

The Applicant is not arguing that, because its mark has greater exposure than the Cited Marks, customers will think of Applicant and not HMX or Native as the source of the services. Instead, the Applicant is arguing that the underlying CONNOTATION and MEANING of DASH as used by the Applicant is unique and distinguishable from all other uses of DASH; thereby significantly reducing, if not eliminating, the likelihood of confusion. TMEP 1207.01(b)(v) (emphasis added) ("Even marks that are identical in sound and/or appearance may create sufficiently different commercial impressions when applied to the respective parties' goods or services so that there is no likelihood of confusion."); See, e.g., *In re Sears, Roebuck & Co.*, 2 USPQ2d 1312, 1314 (TTAB 1987) (holding CROSS-OVER for bras and CROSSOVER for ladies' sportswear not likely to cause confusion, noting that the term "CROSS-OVER" was suggestive of the construction of applicant's bras, whereas "CROSSOVER," as applied to registrant's goods, was "likely to be perceived by purchasers either as an entirely arbitrary designation, or as being suggestive of sportswear which "crosses over" the line between informal and more formal wear . . . or the line between two seasons"); *In re British Bulldog, Ltd.*, 224 USPQ 854, 856 (TTAB 1984) (holding PLAYERS for men's underwear and PLAYERS for shoes not likely to cause confusion, agreeing with applicant's argument that the term "PLAYERS" implies a fit, style, color, and durability suitable for outdoor activities when applied to shoes, but "implies something else, primarily indoors in nature" when applied to men's underwear); *In re Sydel Lingerie Co.*, 197 USPQ 629, 630 (TTAB 1977) (holding BOTTOMS UP for ladies' and children's underwear and BOTTOMS UP for men's clothing not likely to cause confusion, noting that the wording connotes the drinking phrase "Drink Up" when applied to men's clothing, but does not have this connotation when applied to ladies' and children's underwear).

The differences in the meaning coupled with the differences in stylization and appearance eliminates any likelihood of confusion.

#### **DIFFERENCES IN THE GOODS AND SERVICES**

Per TMEP 1207.01(a)(iv), "[t]he facts in each case vary and the weight to be given each relevant du Pont factor may be different in light of the varying circumstances; therefore, there can be no rule that certain goods or services are per se related, such that there must be a likelihood of confusion from the use of similar marks in relation thereto.")

"[S]ervices and goods are 'related' not because they coexist in the same broad industry, but ...[i]f the services [or goods] are marketed and consumed such that buyers are likely to believe that the services [or goods], similarly marked, come from the same source, or are somehow connected with or sponsored by a common company." See *Daddy's Junky Music Stores, Inc. v. Big Daddy's Family Music Center*, 109 F.3d 275, 282-283 (6th Cir. 1997) quoting *Homeowners Group, Inc. v. Home Marketing Specialists, Inc.*, 931 F.2d 1100, 1109 (6th Cir. 1991) (emphasis added).

Here, the Applicant's services are not marketed in such a manner as to cause consumers into believing that its services come from the same source as the goods offered under the Cited Marks. It is clear that the source of the Applicant's Services is the Applicant, as discussed above.

Additionally, while in some cases goods are considered related to retail store services selling such goods,

because in this instance the Cited Marks are so weak for their respective goods, their scope of protection is narrow and HMX and Native's rights should not expand to Applicant's services. *See, Oxford Industries Inc. v. JBJ Fabrics Inc.*, 6 USPQ.2d 1756) ("No likelihood of confusion exists, under eight factor test, between plaintiff's mark 'BJJ' for women's apparel, and defendant textile converter's use of 'BJJ' as part of its corporate name, since plaintiff's mark, although arbitrary or fanciful and thus not requiring proof of secondary meaning, is nevertheless weak, since defendant's use of initials in 'BJJ Fabrics Inc.' dispels confusion in consumer's mind, since no evidence exists that plaintiff intends to 'bridge the gap' in retail sale of fabric...")

Even within the broad category of wearing apparel, the courts have found that the products are not related, especially with the wording is weak. *H. Lubovsky, Inc. v. Espirit de Corp.*, 627 F.Supp.483, 228 USPQ 814 (SDNY 1986) (ESPIRIT on shoes not strong enough to create confusion from use on wearing apparel); *In re Shoe Works, Inc.*, 6 USPQ.2d 1890 (TTAB 1988) (no likelihood of confusion between PALM BAY women's shoes and PALM BAY shorts and pants). Likewise, the Applicant believes that Native and HMX's goods are not related to Applicant's Services, such that customers will believe that Native's eyewear or HMX's apparel originate from the same source as the Applicant's retail store services, especially given the weakness of the Cited Marks and distinctive meaning of the Applicant's Mark.

## **CONCLUSION**

Based on the foregoing, the Applicant respectfully requests that the application be approved for publication.

## **EVIDENCE**

Evidence in the nature of registration certificates, notices of allowance and notices of publication has been attached.

### **Original PDF file:**

evi 1744713130-204409788 . Exhibit 1-Part 1.pdf

### **Converted PDF file(s) (39 pages)**

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Evidence-17

Evidence-18

Evidence-19

Evidence-20

Evidence-21

Evidence-22

Evidence-23

Evidence-24

Evidence-25

Evidence-26

Evidence-27

Evidence-28

Evidence-29

Evidence-30

Evidence-31

Evidence-32

Evidence-33

Evidence-34

Evidence-35

Evidence-36

Evidence-37

Evidence-38

Evidence-39

**Original PDF file:**

cvi\_1744713130-204409788 . Exhibit 1-Part 2.pdf

**Converted PDF file(s) (44 pages)**

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

Evidence-13

Evidence-14

Evidence-15

Evidence-16

Evidence-17

Evidence-18

Evidence-19

Evidence-20

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Evidence-22

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Evidence-24



Evidence-25  
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Evidence-40  
Evidence-41  
Evidence-42  
Evidence-43  
Evidence-44

**Original PDF file:**

evi 1744713130-204409788 . Exhibit 2.pdf

**Converted PDF file(s) (51 pages)**

Evidence-1  
Evidence-2  
Evidence-3  
Evidence-4  
Evidence-5  
Evidence-6  
Evidence-7  
Evidence-8  
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Evidence-51

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /Jennifer Ko Craft/ Date: 06/21/2012

Signatory's Name: Jennifer Ko Craft

Signatory's Position: Attorney of Record, Nevada Bar Member

Signatory's Phone Number: (702) 796-5555

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85250063

Internet Transmission Date: Thu Jun 21 20:49:08 EDT 2012

TEAS Stamp: USPTO/RFR-174.47.13.130-2012062120490826

8601-85250063-490a856462ee7d57cda66e4d0e

4c23d8326-N/A-N/A-20120621204409788363

# United States of America

United States Patent and Trademark Office

## The Dash Pad

**Reg. No. 3,871,739**

**Registered Nov. 2, 2010**

**Int. Cl.: 12**

**TRADEMARK**

**SUPPLEMENTAL REGISTER**

PROVENZANO JOSEPH A (UNITED STATES INDIVIDUAL)  
104 COMMERCE STREET  
GARFIELD, NJ 07026

FOR: ANTI-SLIPPING DASHBOARD MATS FOR HOLDING PERSONAL ITEMS THAT ARE  
AFFIXED OR SPECIALLY ADAPTED TO THE AUTOMOBILE. IN CLASS 12 (U.S. CLS. 19,  
21, 23, 31, 35 AND 44).

FIRST USE 4-5-2008; IN COMMERCE 4-5-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PAD", APART FROM THE  
MARK AS SHOWN.

SER. NO. 85-016,379, FILED P.R. 4-16-2010, AM. S.R. 8-20-2010.

WILLIAM BRECKENFIELD, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,555,167

**United States Patent and Trademark Office**

Registered Dec. 30, 2008

**TRADEMARK  
PRINCIPAL REGISTER**

# Fashion Dash

PLAYFIRST, INC. (DELAWARE CORPORATION)  
160 SPEAR STREET, SUITE 1300  
SAN FRANCISCO, CA 941051546

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: COMPUTER GAME SOFTWARE; ELEC-  
TRONIC GAME SOFTWARE; GAME SOFTWARE;  
VIDEO GAME SOFTWARE, IN CLASS 9 (U.S. CLS.  
21, 23, 26, 36 AND 38).

SN 77-457,408, FILED 4-24-2008.

FIRST USE 6-18-2008; IN COMMERCE 6-18-2008.

MATTHEW PAPPAS, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## INTERTON DASH

**Reg. No. 3,885,213**

**Registered Dec. 7, 2010**

**Int. Cl.: 10**

**TRADEMARK**

**PRINCIPAL REGISTER**

GN RESOUND A/S (DENMARK LIMITED LIABILITY COMPANY)  
LAUTRUPJERG 7  
BALLERUP, DENMARK DK-2750

FOR: HEARING AIDS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF DENMARK REG. NO. VR201000766, DATED 3-30-2010, EXPIRES 3-30-2020.

OWNER OF U.S. REG. NOS. 3,627,299 AND 3,715,545.

SER. NO. 77-915,126, FILED 1-19-2010.

DOUGLAS LEE, EXAMINING ATTORNEY



*David J. Kyjars*

Director of the United States Patent and Trademark Office

Int. Cl.: 1

Prior U.S. Cl.: 6

**United States Patent and Trademark Office**

Reg. No. 1,684,960

Registered May 5, 1992

**TRADEMARK  
PRINCIPAL REGISTER**

**LAMBDA DASH**

STRATAGENE (CALIFORNIA CORPORATION)  
11099 NORTH TORREY PINES ROAD  
LA JOLLA, CA 92037

FOR: BIOCHEMICALS; NAMELY, DNA  
CLONING VECTORS, IN CLASS 1 (U.S. CL. 6).  
FIRST USE 1-6-1989; IN COMMERCE  
1-6-1989.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "LAMBDA", APART FROM  
THE MARK AS SHOWN.

SER. NO. 74-143,901, FILED 3-4-1991.

DONNA MIRMAN, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## Mirror/Dash

**Reg. No. 3,683,931** GORDON, KIM (UNITED STATES INDIVIDUAL)  
Registered Sep. 15, 2009 722 SEWARD STREET  
LOS ANGELES, CA 90038

**Int. Cls.: 18 and 25** FOR: HANDBAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

**TRADEMARK** FIRST USE 10-15-2008; IN COMMERCE 10-15-2008.  
**PRINCIPAL REGISTER** FOR: DRESSES, PANTS, SHIRTS, SWEATERS, SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-15-2008; IN COMMERCE 10-15-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-425,872, FILED 3-19-2008.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office



Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 1,321,064

Registered Feb. 19, 1985

TRADEMARK  
Principal Register

MRS. DASH

Alberto-Culver Company (Delaware corporation)  
2525 Armitage Ave.  
Melrose Park, Ill. 60160

For: FOOD SEASONING AND SPICES, in  
CLASS 30 (U.S. Cl. 46).

First use Mar. 15, 1983; in commerce Mar. 15,  
1983.

Owner of U.S. Reg. No. 413,031.

Ser. No. 456,266, filed Dec. 9, 1983.

MARILYN MCMAHON, Examining Attorney

Int. Cl.: 30

Prior U.S. Cl.: 46

United States Patent and Trademark Office

Reg. No. 1,667,777

Registered Dec. 10, 1991

**TRADEMARK  
PRINCIPAL REGISTER**

**PAPA DASH**

ALBERTO-CULVER COMPANY (DELAWARE  
CORPORATION)  
2525 ARMITAGE AVENUE  
MELROSE PARK, IL 60160

FIRST USE 12-20-1990; IN COMMERCE  
12-20-1990.

OWNER OF U.S. REG. NO. 1,321,064.

SER. NO. 74-130,465, FILED 1-14-1991.

FOR: FOOD SEASONING AND SPICES, IN  
CLASS 30 (U.S. CL. 46).

KENNETH D. BATTLE, EXAMINING ATTOR-  
NEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 3,521,653

United States Patent and Trademark Office

Registered Oct. 21, 2008

TRADEMARK  
PRINCIPAL REGISTER

PATRICIA DASH

DASH, PATRICIA (UNITED STATES INDIVIDUAL)  
111 VIZCAYA ESTATES DR.  
PALM BEACH GARDENS, FL 33418

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CARDS WITH AND WITHOUT MUSICAL CHIPS SOLD WITH COSTUME JEWELRY, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SN 77-195,671. FILED 6-1-2007.

FIRST USE 9-0-2007; IN COMMERCE 9-0-2007.

BARBARA BROWN, EXAMINING ATTORNEY

Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22, and 41

Reg. No. 2,131,161

**United States Patent and Trademark Office**

Registered Jan. 20, 1998

**TRADEMARK  
PRINCIPAL REGISTER**



**PORTER DASH!**

GALLANT INDUSTRIES CO., LTD. (TAIWAN  
CORPORATION)  
NO. 278, SEC 4, CHUNG CHING ROAD  
LIO PAO TSUN, TA-YA HSIANG  
TAICHUNG HSIEN, TAIWAN

FOR: PURSES, WALLETS, COSMETIC BAGS  
SOLD EMPTY AND PURSES FOR BEAUTY  
PRODUCTS SOLD EMPTY, LADIES HAND-  
BAGS, BABY CARRIERS WORN ON THE  
BODY, BACKPACKS, ALL PURPOSE ATHLET-  
IC BAGS, ALL PURPOSE SPORT BAGS,  
BEACH BAGS, CARRY-ON BAGS, CLUTCH  
BAGS, DUFFEL BAGS, LEATHER SHOPPING  
BAGS, OVERNIGHT BAGS, SCHOOL BAGS,

SHOULDER BAGS, TEXTILE SHOPPING  
BAGS, TOTE BAGS, TRAVEL BAGS, GAR-  
MENT BAGS FOR TRAVEL, SHOE BAGS FOR  
TRAVEL, BRIEFCASES, SUITCASES, LUG-  
GAGE, KEY CASES AND BRIEFCASE-TYPE  
PORTFOLIOS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22  
AND 41).

FIRST USE 12-12-1996; IN COMMERCE  
8-18-1997.

SN 75-095,238, FILED 4-25-1996.

CATHERINE KAISER KREBS, EXAMINING  
ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38, and 50

United States Patent and Trademark Office

Reg. No. 2,900,319

Registered Nov. 2, 2004

TRADEMARK  
PRINCIPAL REGISTER

RAINBOW DASH

HASBRO, INC. (RHODE ISLAND CORPORATION)  
1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: TOY PONIES AND ACCESSORIES FOR USE THEREWITH, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SN 76-448,437, FILED 9-11-2002.

FIRST USE 4-11-2003; IN COMMERCE 4-11-2003.

LESLIE RICHARDS, EXAMINING ATTORNEY

Int. Cls.: 6 and 11

Prior U.S. Cls.: 12, 13 and 35

Reg. No. 1,203,353

**United States Patent and Trademark Office**

Registered Aug. 3, 1982

**TRADEMARK**  
Principal Register

**SANITARY-DASH**

Sanitary-Dash Manufacturing Company, Inc.  
(Connecticut corporation)  
River St.  
North Grosvenordale, Conn. 06255

For: METAL TUBING, RINGS MOUNTED ABOUT TUBULAR PRODUCTS PASSING THROUGH OPENINGS IN A WALL FOR COVERING THE OPENINGS, SLIP NUTS AND SWIVEL NUTS FOR TUBULAR PRODUCTS, in CLASS 6 (U.S. Cls. 12, 13 and 35).

First use 1929; in commerce 1929.

For: PLUMBING PRODUCTS—NAMELY,

PIPING, TRAPS, WASTE ARMS AND OUTLETS, TAILPIECE EXTENSION TUBES, REDUCING TUBES, TUBULAR CONNECTIONS, SINK STRAINERS, BATH WASTE PIPING, SHOWER ARMS, SHOWER RODS, WALL FLANGES FOR SHOWER RODS, in CLASS 11 (U.S. Cls. 12, 13 and 35).

First use 1929; in commerce 1929.

Ser. No. 237,126, filed Oct. 29, 1979.

R. G. COLE, Primary Examiner

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35 and 44

Reg. No. 3,629,746

United States Patent and Trademark Office

Registered June 2, 2009

TRADEMARK  
PRINCIPAL REGISTER

SoftDash

JONES, DERIK T (UNITED STATES INDIVIDUAL)  
7011 GRAND RIVER RD  
BRIGHTON, MI 48114

FIRST USE 2-1-2008; IN COMMERCE 2-1-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: MOTORCYCLE ACCESSORIES AND STRUCTURAL PARTS, NAMELY, FAIRING KITS, CONSISTING OF AN INNER FAIRING AND PARTS THEREOF, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

SER. NO. 77-447,776, FILED 4-14-2008.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY

Int. Cl.: 11

Prior U.S. Cls.: 21 and 44

**United States Patent and Trademark Office** **Reg. No. 1,619,723**  
Registered Oct. 30, 1990

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**TRADEMARK**  
**PRINCIPAL REGISTER**

**SUNDASH**

SUN INDUSTRIES, INC. (ARKANSAS CORPO-  
RATION)  
P.O. BOX 2026  
JONESBORO, AR 72402

BEDS WITH ULTRAVIOLET LIGHT, IN CLASS  
11 (U.S. CLS. 21 AND 44).  
FIRST USE 10-31-1989; IN COMMERCE  
10-31-1989.

FOR: COMMERCIAL AND RESIDENTIAL  
TANNING EQUIPMENT, NAMELY, SUNTAN

SER. NO. 74-023,236, FILED 1-29-1990.  
R. M. FEELEY, EXAMINING ATTORNEY



Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35 and 44

**United States Patent and Trademark Office** **Reg. No. 1,994,667**  
Registered Aug. 20, 1996

**TRADEMARK**  
**PRINCIPAL REGISTER**

**SUPERIOR DASH**

SUPERIOR DASH, INC. (FLORIDA CORPORATION)  
1960 SOUTH SEGRAVE STREET  
SOUTH DAYTONA, FL 321192128

FOR: RESIN COATED AUTOMOBILE TRIM  
PANELS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31,  
35 AND 44).

FIRST USE 12-1-1990; IN COMMERCE  
12-1-1990.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "DASH", APART FROM THE  
MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-627,175, FILED 1-30-1995.

CINDI GREENBAUM, EXAMINING ATTOR-  
NEY

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35 and 44

**United States Patent and Trademark Office**

Reg. No. 1,994,667

Registered Aug. 20, 1996

**TRADEMARK  
PRINCIPAL REGISTER**

**SUPERIOR DASH**

SUPERIOR DASH, INC. (FLORIDA CORPORATION)  
1960 SOUTH SEGRAVE STREET  
SOUTH DAYTONA, FL 321192128

FOR: RESIN COATED AUTOMOBILE TRIM  
PANELS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31,  
35 AND 44).

FIRST USE 12-1-1990; IN COMMERCE  
12-1-1990.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "DASH", APART FROM THE  
MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-627,175, FILED 1-30-1995.

CINDI GREENBAUM, EXAMINING ATTOR-  
NEY

# United States of America

United States Patent and Trademark Office

## THE DASH

Reg. No. 3,994,321

Registered July 12, 2011

Int. Cls.: 16, 21, and 28

TRADEMARK

PRINCIPAL REGISTER

SPORTS MENAGERIE, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
104 CAMBRIDGE PLAZA DRIVE  
WINSTON-SALEM, NC 27104

FOR: PAPER GOODS AND PRINTED MATTER, NAMELY, WRITING PAPER, NOTE PADS,  
AND DESK PADS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-15-2011; IN COMMERCE 4-15-2011.

FOR: HOUSEWARES AND GLASS, NAMELY, FOAM INSULATING SLEEVE HOLDERS  
FOR BEVERAGE CANS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 4-15-2011; IN COMMERCE 4-15-2011.

FOR: TOYS AND SPORTING GOODS, NAMELY, FLYING DISCS, IN CLASS 28 (U.S. CLS.  
22, 23, 38 AND 50).

FIRST USE 4-15-2011; IN COMMERCE 4-15-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-607,968, FILED 11-5-2008.

THI ODORÉ MCBRIDE, EXAMINING ATTORNEY



David J. Kypke

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office



Reg. No. 3,809,136

Registered June 29, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

SPORTS MENAGERIE, LLC (NORTH CAROLINA LIMITED LIABILITY COMPANY)  
926 BROOKSTOWN AVE.  
WINSTON-SALEM, NC 27101

FOR: CLOTHING, NAMELY, APRONS, ATHLETIC UNIFORMS, BANDANAS, BOXER SHORTS, CAPS, CLOTH BABY BIBS, COATS, GOLF SHIRTS, GYM SHORTS, GYM SUITS, HATS, JACKETS, JERSEYS, JOGGING SUITS, KNIT SHIRTS, PAJAMAS, POLO SHIRTS, PONCHOS, PULLOVERS, RAIN COATS, RAINWEAR, SWEATERS, SWEAT PANTS, SWEAT SHIRTS, SWEAT SUITS, SOCKS, SPORT SHIRTS, T-SHIRTS, TANK TOPS, TIES, VISORS, WIND RESISTANT JACKETS AND WRISTBANDS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-2-2008; IN COMMERCE 12-2-2008.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WINSTON-SALEM", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF STYLIZED "DASH" WITH AN ANGRY ANIMATED BASEBALL WITH LINES AND SMOKE APPEARING TO BE IN MOTION FROM LEFT TO RIGHT. "WINSTON-SALEM" IN BLOCK LETTERS ABOVE STYLIZED "DASH".

SER. NO. 77-707,728, FILED 4-6-2009.

GISELLE AGOSTO, EXAMINING ATTORNEY



David J. Kypos

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office



Reg. No. 3,724,885 SPORTS MENAGERIE, LLC (NORTH CAROLINA LIMITED LIABILITY COMPANY)  
Registered Dec. 15, 2009 926 BROOKSTOWN AVE  
WINSTON-SALEM, NC 27101

Int. Cl.: 16 FOR: PAPER GOODS AND PRINTED MATTER, NAMELY AUTOGRAPH BOOKS, BINDERS, BOOKMARKS, BUMPER STICKERS, CALENDARS, CATALOGS IN THE FIELD OF BASEBALL, DECALS, MERCHANDISE BAGS, NEWSLETTERS IN THE FIELD OF BASEBALL, NOTE PADS, PAPER CONTAINERS, PAPER PENNANTS, PAPER SCHEDULES, PENS, PENCILS, POSTCARDS, POSTERS, PRINTED AWARDS, PRINTED GAME TICKETS, PRINTED GUIDES IN THE FIELD OF BASEBALL, REFERENCE BOOKS IN THE FIELD OF BASEBALL, SCORE BOOKS, SCORE CARDS, SCORE SHEETS, STATIONERY, STICKERS, STICKER ALBUMS AND TRADING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

TRADEMARK  
PRINCIPAL REGISTER

FIRST USE 12-2-2008; IN COMMERCE 12-2-2008.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WINSTON-SALEM", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF STYLIZED "DASH" WITH AN ANGRY ANIMATED BASEBALL WITH LINES AND SMOKE APPEARING TO BE IN MOTION FROM LEFT TO RIGHT. "WINSTON-SALEM" IN BLOCK LETTERS ABOVE STYLIZED "DASH".

SER. NO. 77-707,513, FILED 4-6-2009.

GISELLE AGOSTO, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent and Trademark Office

Reg. No. 1,300,256

Registered Oct. 16, 1984

TRADEMARK  
Principal Register

**DASH II**

Astro-Med, Inc. (Rhode Island corporation)  
Atlan-Tol Industrial Park  
West Warwick, R.I. 02893, assignee of  
Atlan-Tol Industries, Inc. (Rhode Island corporation)  
West Warwick, R.I.

For: DATA RECORDING APPARATUS CONSISTING OF A RECORDING VOLT METER FOR THE MAKING OR RECORDING OF A PERMANENT COPY ON A GRAPHIC CHART, in CLASS 9 (U.S. Cl. 26).

First use Aug. 1974; in commerce Aug. 1974.

No claim is made to the exclusive right to use "II", apart from the mark as shown.

Ser. No. 411,724, filed Jan. 31, 1983.

DONALD B. AIKEN, Examining Attorney

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35 and 44

Reg. No. 3,293,802

United States Patent and Trademark Office

Registered Sep. 18, 2007

TRADEMARK  
PRINCIPAL REGISTER

DASH 4

SKS INDUSTRIES, INC. (CALIFORNIA CORPORATION)  
6465 FLOTILLA STREET  
COMMERCE, CA 90040

FIRST USE 6-0-2000; IN COMMERCE 6-0-2000.

FOR: BRAKE DISKS; BRAKE DRUMS; BRAKE DRUMS FOR LAND VEHICLES; BRAKE PADS FOR LAND VEHICLES; BRAKE ROTORS FOR LAND VEHICLES; BRAKE SHOES FOR LAND VEHICLES; BRAKE SHOES FOR MOTOR CARS; BRAKES FOR LAND VEHICLES; BRAKES FOR MOTOR CARS; DISC BRAKE PADS FOR VEHICLES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-848,337, FILED 3-28-2006.

THOMAS MANOR, EXAMINING ATTORNEY



# United States of America

United States Patent and Trademark Office

## Dashbike

Reg. No. 3,833,922

Registered Aug. 17, 2010

Int. Cl.: 12

TRADEMARK

PRINCIPAL REGISTER

YAN, HUI (CHINA INDIVIDUAL)  
3611 WYNTERING TRAIL  
MARIETTA, GA 30068

FOR: BICYCLES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 8-28-2009, IN COMMERCE 8-28-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-815,805, FILED 8-29-2009.

CHARLES L. JENKINS, EXAMINING ATTORNEY



*David S. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DASHCOMMERCE

Reg. No. 3,690,926 MITTLE SYSTEMS LLC (OHIO LIMITED LIABILITY COMPANY)  
Registered Oct. 6, 2009 2046 STAUNTON ROAD  
CLEVELAND HEIGHTS, OH 44118

Int. Cl.: 9 FOR: COMPUTER E-COMMERCE SOFTWARE FOR USERS TO PURCHASE GOODS AND SERVICES VIA A GLOBAL COMPUTER NETWORK, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK  
PRINCIPAL REGISTER FIRST USE 7-16-2007; IN COMMERCE 7-16-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 76-695,155, FILED 1-5-2009.

ELIZABETH KAJUBI, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

Int. Cl.: 12

Prior U.S. Cl.: 19

**United States Patent and Trademark Office** Reg. No. 1,871,224  
Registered Jan. 3, 1995

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH DESIGNS**

DASH DESIGNS, INC. (ARIZONA CORPORATION)  
600 WEST 24TH STREET  
TEMPE, AZ 85282

FOR: VEHICLE ACCESSORIES; NAMELY, DASHBOARD COVERS, SEAT BELT CUSHIONS, TOOL HOLDERS, AND COMPARTMENTALIZED STORAGE UNITS SPECIFICALLY CONSTRUCTED FOR MOUNTING ON OR WITHIN A MOTOR VEHICLE, AND STEERING WHEEL COVERS, IN CLASS 12 (U.S. CL. 19).

FIRST USE 12-0-1989; IN COMMERCE 12-0-1989.

OWNER OF U.S. REG. NO. 1,399,321.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DASH", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-450,107, FILED 10-25-1993.

FRANCES G. SMITH, EXAMINING ATTORNEY

**United States of America**  
United States Patent and Trademark Office

# DASH DIRECT

**Reg. No. 4,050,753**

**Registered Nov. 1, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

ADVANCE MAGAZINE PUBLISHERS INC. (NEW YORK CORPORATION)  
FOUR TIMES SQUARE  
NEW YORK, NY 10036

FOR: MAIL ORDER CATALOG SERVICES FEATURING BOOKS, MAIL ORDER BOOK  
CLUB SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102)

FIRST USE 1-15-2011; IN COMMERCE 1-15-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DIRECT", APART FROM THE  
MARK AS SHOWN.

SN 85-201,933, FILED 12-20-2010.

DAWN FELDMAN, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 3,415,660

Registered Apr. 22, 2008

TRADEMARK  
PRINCIPAL REGISTER

Dash Flash

SIEMEN, EDWARD F. (UNITED STATES INDIVIDUAL)  
3401 EAST LUPINE AVENUE  
PHOENIX, AZ 85028

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: FLASHING WARNING LIGHTS USED ON MOTOR VEHICLES UTILIZING CLEAR OR COLORED LENSES, INCANDESCENT BULBS, LIGHT EMITTING DIODES, AND OR STROBOSCOPIC TUBES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SN 78-592,944, FILED 3-23-2005.

FIRST USE 8-1-2005; IN COMMERCE 8-1-2005.

KATHLEEN M. VANSTON, EXAMINING ATTORNEY

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, and 50

Reg. No. 3,080,937

United States Patent and Trademark Office

Registered Apr. 11, 2006

TRADEMARK  
SUPPLEMENTAL REGISTER

DASH GEAR

CLEANTOOLS, INC. (ILLINOIS CORPORATION)  
10 PLAZA DRIVE  
WESTMONT, IL 60559

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE GEAR, APART FROM THE MARK  
AS SHOWN.

FOR: WIPING CLOTHS, IN CLASS 21 (U.S. CLS. 2,  
13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 4-29-2004; IN COMMERCE 4-29-2004.

SER. NO. 76-600,642, FILED P.R. 7-2-2004; AM. S.R.  
2-8-2006.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

GEORGE LORENZO, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21 and 26

**United States Patent and Trademark Office** Reg. No. 1,886,528  
Registered Mar. 28, 1995

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH, INC.**

DASH, INC. (KANSAS CORPORATION)  
8226 NIEMAN ROAD  
LENEXA, KS 66215

FOR: TELEPHONE EQUIPMENT; NAMELY,  
KEY SWITCH UNITS (KSU'S), PRIVATE  
BRANCH EXCHANGES (PBX'S), AND ACCES-  
SORY EQUIPMENT; NAMELY, CABLES, TELE-  
PHONES AND TELEPHONE ADAPTERS, IN  
CLASS 9 (U.S. CLS. 21 AND 26).

FIRST USE 10-28-1987; IN COMMERCE  
10-28-1987.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "INC.", APART FROM THE  
MARK AS SHOWN.

SN 74-161,596, FILED 4-29-1991.

GLENN CLARK, EXAMINING ATTORNEY



Int. Cls.: 12 and 27

Prior U.S. Cls.: 19, 20, 21, 23, 31, 35, 37, 42, 44, and 50

**United States Patent and Trademark Office**

Reg. No. 2,896,097

Registered Oct. 19, 2004

**TRADEMARK  
PRINCIPAL REGISTER**

**DASHKING**

SHRIN CORPORATION (CALIFORNIA CORPORATION)  
3502 S. SUSAN STREET  
SANTA ANA, CA 92704

FOR: MOTOR VEHICLE, AUTOMOBILE, AIRPLANE AND MARINE ACCESSORIES, NAMELY, FITTED VEHICLE COVERS, FITTED AUTOMOBILE COVERS, FITTED TRUCK COVERS, FITTED AIRPLANE COVERS, FITTED MOTORCYCLE COVERS, FITTED BOAT COVERS, FITTED DASHBOARD COVERS, FITTED REAR DECK COVERS FOR BOATS AND VEHICLES, FRONT-END MASKS, FITTED SEAT COVERS FOR VEHICLES, BOATS AND AIRPLANES, SUN VISORS FOR VEHICLES AND AUTOMOBILE WINDSHIELD SUNSHADES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 11-0-1986; IN COMMERCE 11-0-1986.

FOR: MATS, NAMELY, FLOOR MATS FOR MOTOR VEHICLES AND BOATS, IN CLASS 27 (U.S. CLS. 19, 20, 37, 42 AND 50).

FIRST USE 11-0-1986; IN COMMERCE 11-0-1986.

OWNER OF U.S. REG. NO. 2,124,680.

SN 76-322,212, FILED 10-5-2001.

VIVIAN MICZNIK FIRST, EXAMINING ATTORNEY

Int. Cl.: 11

Prior U.S. Cl.: 21

**United States Patent and Trademark Office** **Reg. No. 1,706,543**  
Registered Aug. 11, 1992

**TRADEMARK  
PRINCIPAL REGISTER**

**DASHLASER**

CODE 3 PUBLIC SAFETY EQUIPMENT, INC.  
(DELAWARE CORPORATION)  
10986 N. WARSON ROAD  
ST. LOUIS, MO 631142029

FIRST USE 8-31-1987; IN COMMERCE  
8-31-1987.

SER. NO. 74-203,333, FILED 9-13-1991.

FOR: EMERGENCY VEHICLE LIGHTS FOR  
DASHBOARD OR ROOF FOR VEHICLE USE,  
IN CLASS 11 (U.S. CL. 21).

CYNTHIA GREER, EXAMINING ATTORNEY

Int. Cl.: 11

Prior U.S. Cl.: 21

**United States Patent and Trademark Office**

Reg. No. 1,893,052

Registered May 9, 1995

TRADEMARK  
PRINCIPAL REGISTER

**DASHLITE**

LHI INC (WYOMING CORPORATION)  
P.O. BOX 27028  
JACKSON, WY 83001

FIRST USE 1-0-1987; IN COMMERCE  
9-0-1988.

SER. NO. 74-406,062, FILED 6-28-1993.

FOR: FLASHLIGHTS, SPECIFICALLY, COM-  
PACT RECHARGEABLE FLASHLIGHTS THAT  
RECHARGE FROM THE AUTOMOBILE CIGAR  
LIGHTER SOCKET, IN CLASS 11 (U.S. CL. 21).

VIVIAN MICZNIK FIRST, EXAMINING AT-  
TORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 1,958,075

United States Patent and Trademark Office Registered Feb. 20, 1996

TRADEMARK  
PRINCIPAL REGISTER

≡*Dash Link*

ASTRO-MED, INC. (RHODE ISLAND CORPORATION)  
ASTRO-MED INDUSTRIAL PARK  
WEST WARWICK, RI 02893

FOR: SOFTWARE FOR CONTROLLING THE  
OPERATION OF AND FOR ACCEPTING  
DATA FROM RECORDING DEVICES, IN  
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-14-1995; IN COMMERCE  
4-14-1995.

OWNER OF U.S. REG. NO. 1,300,256.  
NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "LINK", APART FROM THE  
MARK AS SHOWN.

SER. NO. 74-664,121, FILED 4-20-1995.

CONNIE M. JUDGE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 1,958,075

United States Patent and Trademark Office Registered Feb. 20, 1996

TRADEMARK  
PRINCIPAL REGISTER

≡DashLink

ASTRO-MED, INC. (RHODE ISLAND CORPORATION)  
ASTRO-MED INDUSTRIAL PARK  
WEST WARWICK, RI 02893

FOR: SOFTWARE FOR CONTROLLING THE  
OPERATION OF AND FOR ACCEPTING  
DATA FROM RECORDING DEVICES, IN  
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-14-1995; IN COMMERCE  
4-14-1995.

OWNER OF U.S. REG. NO. 1,300,256.  
NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "LINK", APART FROM THE  
MARK AS SHOWN.

SER. NO. 74-664,121, FILED 4-20-1995.

CONNIE M. JUDGE, EXAMINING ATTORNEY

Int. Cls.: 16, 17 and 35

Prior U.S. Cls.: 1, 2, 5, 12, 13, 22, 23, 29, 35, 37, 38, 50,  
100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,052,487

Registered Jan. 31, 2006

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



DASH MARKETS, INC. (NEW YORK CORPORATION)  
1770 HERTEL AVENUE  
BUFFALO, NY 14216

FOR: FOOD WRAPPERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-2002; IN COMMERCE 8-0-2002.

FOR: PLASTIC FILMS USED AS PACKAGING FOR FOOD, IN CLASS 17 (U.S. CLS. 1, 5, 12, 13, 35 AND 50).

FIRST USE 8-0-2002; IN COMMERCE 8-0-2002.

FOR: RETAIL GROCERY STORES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-0-2002; IN COMMERCE 8-0-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MARKET", APART FROM THE MARK AS SHOWN.

THE COLOR(S) RED, GREEN AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "DASH'S" IN RED TYPE ON A GREEN BACKGROUND WITH THE WORD "MARKET" IN WHITE TYPE. ON THE FOOD PACKAGING LABELS, THE WORD "DASH'S" IS IN RED TYPE AND THE WORD "MARKET" IS IN GREEN TYPE ON A WHITE BACKGROUND.

SER. NO. 76-606,510. FILED 8-5-2004.

STEPHANIE DAVIS, EXAMINING ATTORNEY

Int. Cl.: 12

Prior U.S. Cl.: 19

**United States Patent and Trademark Office** **Reg. No. 1,502,106**  
**Registered Aug. 30, 1988**

**TRADEMARK**  
**PRINCIPAL REGISTER**

**DASHMAT**

JANSON, DONALD G. (UNITED STATES CITI-  
ZEN), DBA DASHMAT COMPANY  
1502 W. HATCHER  
PHOENIX, AZ 85021

FOR: COVERS FOR AUTOMOTIVE VEHI-  
CLE DASHBOARDS, AUTOMOTIVE VEHICLE  
CLIP NOTE HOLDERS, AUTOMOTIVE VEHI-  
CLE VISOR EXTENDERS, AND AUTOMOTIVE

VEHICLE LITTER CONTAINERS, IN CLASS 12  
(U.S. CL. 19).

FIRST USE 3-1-1979; IN COMMERCE  
3-16-1979.  
SEC. 2(F).

SER. NO. 624,262, FILED 10-3-1986.

DAVID H. STINE, EXAMINING ATTORNEY

Int. Cl.: 27

Prior U.S. Cls.: 19, 20, 37, 42 and 50

Reg. No. 3,553,852

**United States Patent and Trademark Office**

Registered Dec. 30, 2008

**TRADEMARK  
PRINCIPAL REGISTER**

# Dash Mate

MG DIRECT IMPORTS, LLC. (NEW JERSEY  
LIMITED LIABILITY COMPANY)  
250 ORCHARD STREET  
ELMWOOD PARK, NJ 07407

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: FLOOR MATS IN THE NATURE OF NON-  
SLIP PADS FOR USE UNDER APPARATUS TO  
PREVENT SLIPPAGE, IN CLASS 27 (U.S. CLS. 19,  
20, 37, 42 AND 50).

SER. NO. 77-474,043. FILED 5-14-2008.

FIRST USE 1-10-2006; IN COMMERCE 1-10-2006.

ANNE MADDEN, EXAMINING ATTORNEY



Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

**United States Patent and Trademark Office**

Reg. No. 3,074,085

Registered Mar. 28, 2006

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH-MATE**

A. W. ENTERPRISES, INC. (ILLINOIS CORPORATION)  
6543 SOUTH LARAMIE AVENUE  
BEDFORD PARK, IL 60638

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CELL-PHONE CASE CONNECTOR, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SN 76-599,605, FILED 6-28-2004.

FIRST USE 3-3-2003; IN COMMERCE 3-3-2003.

MICHAEL WEBSTER, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 3,659,383

United States Patent and Trademark Office

Registered July 21, 2009

TRADEMARK  
PRINCIPAL REGISTER

# DashPass

CYBATROL INC. (FLORIDA CORPORATION)  
8654 COUNTRY CROSSINGS STREET  
LAS VEGAS, NV 89123

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: NON-MAGNETICALLY PRINTED BAR-  
CODE IDENTIFICATION AND INFORMATIONAL  
ENTRY PASS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29,  
37, 38 AND 50).

SN 78-667,712, FILED 7-11-2005.

FIRST USE 4-15-2009; IN COMMERCE 4-15-2009.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY

Int. Cl.: 19

Prior U.S. Cl.: 12

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 898,084

Registered Sep. 8, 1970

Renewal Approved Oct. 29, 1990

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH PATCH**

ALLIED COMPOSITIONS CORPORATION  
(DELAWARE CORPORATION)  
102 CHESTNUT RIDGE PLAZA  
MONTVALE, NJ 07643

WITHOUT RELINQUISHING ANY OF  
ITS COMMON LAW RIGHTS, APPLICANT  
DISCLAIMS THE WORD  
"PATCH" APART FROM THE MARK AS  
SHOWN.

FOR: MATERIAL TO APPLY TO  
CRACKS, SCORE LINES AND HOLES  
IN FLOORS AND WALLS TO PROVIDE  
SMOOTH EVEN SURFACES, IN CLASS  
12 (INT. CL. 19).

FIRST USE 2-0-1953; IN COMMERCE  
2-0-1953.

SER. NO. 72-333,890, FILED 7-30-1969.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Dec. 11, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

# United States Patent Office

898,084  
Registered Sept. 8, 1970

## PRINCIPAL REGISTER Trademark

Ser. No. 333,890, filed July 30, 1969

### DASH PATCH

Allied Compositions Corporation (Delaware corporation)  
56-25 Flushing Ave.  
Maspeth, N.Y. 11378

For: MATERIAL TO APPLY TO CRACKS, SCORE LINES AND HOLES IN FLOORS AND WALLS TO PROVIDE SMOOTH EVEN SURFACES, in CLASS 12 (INT. CL. 19).

First use February 1953; in commerce February 1953.  
Without relinquishing any of its common law rights, applicant disclaims the word "Patch" apart from the mark as shown.

Int. Cl.: 12

Prior U.S. Cl.: 19

Reg. No. 1,863,644

**United States Patent and Trademark Office** Registered Nov. 22, 1994

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**TRADEMARK  
PRINCIPAL REGISTER**

**DASH SAVER**

COVERCRAFT INDUSTRIES, INC. (CALIFORNIA CORPORATION), DBA COVERCRAFT  
20675 NORDHOFF STREET  
CHATSWORTH, CA 91311

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "DASH", APART FROM THE  
MARK AS SHOWN.

FOR: FITTED COVERS FOR AUTOMOBILE  
DASHBOARDS AND REAR PARCEL  
SHELVES, IN CLASS 12 (U.S. CL. 19).  
FIRST USE 4-15-1985; IN COMMERCE  
4-15-1985.

SER. NO. 74-404,031, FILED 6-21-1993.

FRANCES G. SMITH, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## DASHTRAC

**Reg. No. 3,858,081**

**Registered Oct. 5, 2010**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

ACTSOFT, INC. (FLORIDA CORPORATION)  
8910 NORTH DALE MABRY HIGHWAY  
TAMPA, FL 33614

FOR: VEHICLE TRACKING DEVICES COMPRISED OF CELLULAR RADIO MODULES, COMPUTER SOFTWARE AND COMPUTER HARDWARE, SENSORS, TRANSMITTERS, RECEIVERS AND GLOBAL POSITIONING SATELLITE RECEIVERS, ALL FOR USE IN CONNECTION WITH VEHICLE TRACKING, VEHICLE MONITORING AND ANTI-THEFT VEHICLE ALARMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-15-2009; IN COMMERCE 12-15-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-827,411, FILED 9-16-2009.

STEVEN PEREZ, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,151,403

United States Patent and Trademark Office

Registered Oct. 3, 2006

TRADEMARK  
PRINCIPAL REGISTER

**DASHTRAK**

WALKSTYLES, INC. (CALIFORNIA CORPORATION)  
26062 MERIT CIRCLE, SUITE 101  
LAGUNA HILLS, CA 92653

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: PEDOMETERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

SN 76-623,340, FILED 12-6-2004.

FIRST USE 8-1-2005; IN COMMERCE 8-1-2005.

ALEX KEAM, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 21

Reg. No. 1,779,514

**United States Patent and Trademark Office** Registered June 29, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**DASHWORKS**

METRA ELECTRONICS CORPORATION  
(FLORIDA CORPORATION)  
460 WALKER STREET  
HOLLY HILL, FL 32017

TION WIRING HARNESES, IN CLASS 9 (U.S.  
CL. 21).  
FIRST USE 11-0-1991; IN COMMERCE  
11-0-1991.

SN 74-128,888, FILED 1-8-1991.

FOR: AUTOMOTIVE ELECTRONIC COMPONENTS; NAMELY, AFTER-MARKET RADIO  
INSTALLATION KITS AND RADIO CONNEC-

MICHAEL A. SZOKE, EXAMINING ATTOR-  
NEY



Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office

Reg. No. 1,795,636

Registered Sep. 28, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

DASH, INC. (KANSAS CORPORATION)  
8226 NIEMAN ROAD  
LENEXA, KS 66215

FOR: TELEPHONE EQUIPMENT; NAMELY,  
KEY SWITCH UNITS (KSU'S), PRIVATE  
BRANCH EXCHANGES (PBX'S), AND ACCES-  
SORY EQUIPMENT; NAMELY, CABLES, TELE-

PHONES AND TELEPHONE ADAPTERS, IN  
CLASS 9 (U.S. CL. 21).  
FIRST USE 10-28-1987; IN COMMERCE  
10-28-1987.

SN 74-161,593, FILED 4-29-1991.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,807,678

Registered Nov. 30, 1993

TRADEMARK  
PRINCIPAL REGISTER

DASH

ALEXON INTERNATIONAL LIMITED  
(UNITED KINGDOM COMPANY)  
WESTMINSTER HOUSE  
11 PORTLAND STREET  
MANCHESTER M60 1HY, ENGLAND

FOR: PANTS, SHIRTS, SWEATSHIRTS,  
SWEATPANTS, HOSIERY, JACKETS, SHOES,  
WAISTCOATS, T-SHIRTS, SHORTS, HATS,  
HEADBANDS, WRISTBANDS, LEGGINGS,  
SHOULDER BELTS, BELTS, SWEATERS,

BLOUSES, UNDERWEAR, VEST TOPS, BLAZ-  
ERS, AND COATS, IN CLASS 25 (U.S. CL. 39).  
FIRST USE 4-0-1973; IN COMMERCE  
4-0-1973.  
OWNER OF U.S. REG. NOS. 1,022,722 AND  
1,706,887.

SER. NO. 74-371,727, FILED 3-25-1993.

ROBERT C. CLARK JR., EXAMINING ATTOR-  
NEY

Int. Cl.: 10

Prior U.S. Cls.: 26, 39 and 44

Reg. No. 2,037,290

**United States Patent and Trademark Office**

Registered Feb. 11, 1997

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

DASH MEDICAL GLOVES, INC. (WISCONSIN  
CORPORATION)  
10180 SOUTH 54TH STREET  
FRANKLIN, WI 53132

FIRST USE 12-1-1988; IN COMMERCE  
12-10-1988.

SER. NO. 75-088,500, FILED 4-15-1996.

FOR: DISPOSABLE MEDICAL GLOVES, IN  
CLASS 10 (U.S. CLS. 26, 39 AND 44).

CHARLES L. JENKINS, EXAMINING ATTOR-  
NEY

Int. Cl.: 10

Prior U.S. Cls.: 26, 39, and 44

Reg. No. 2,194,172

United States Patent and Trademark Office

Registered Oct. 6, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

MARQUETTE MEDICAL SYSTEMS, INC. (WIS-  
CONSIN CORPORATION)  
8700 WEST TOWER AVENUE  
MILWAUKEE, WI 53223

FIRST USE 7-17-1997; IN COMMERCE  
7-17-1997.

SN 75-200,238, FILED 11-19-1996.

FOR: PATIENT MONITORS FOR MONITOR-  
ING ECGS, BLOOD PRESSURE, PULSE OXI-  
METRY AND TEMPERATURE, IN CLASS 10  
(U.S. CLS. 26, 39 AND 44).

HOWARD B. LEVINE, EXAMINING ATTOR-  
NEY

Int. Cl.: 10

Prior U.S. Cls.: 26, 39, and 44

Reg. No. 2,194,335

**United States Patent and Trademark Office**

Registered Oct. 6, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

MARQUETTE MEDICAL SYSTEMS, INC. (WIS-  
CONSIN CORPORATION)  
8200 WEST TOWER AVENUE  
MILWAUKEE, WI 53223

FIRST USE 7-17-1997; IN COMMERCE  
7-17-1997.

SN 75-282,623, FILED 4-24-1997.

FOR: PATIENT BEDSIDE MONITOR FOR  
MONITORING PATIENT PHYSIOLOGICAL  
DATA, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

HOWARD B. LEVINE, EXAMINING ATTOR-  
NEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,682,341

United States Patent and Trademark Office

Registered Feb. 4, 2003

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

CRAGO CORP. (KANSAS CORPORATION)  
7228 WEST FRONTAGE ROAD  
MERRIAM, KS 66203

LY. DISC ARRAYS, DISC STORAGE UNITS AND  
TAPE STORAGE UNITS, IN CLASS 9 (U.S. CLS. 21,  
23, 26, 36 AND 38).

FOR: PERSONAL COMPUTERS, MONITORS,  
KEYBOARDS AND COMMUNICATIONS SERVERS  
FOR PERSONAL COMPUTERS; COMPUTER  
HARDWARE USED FOR DATA AND FILE STO-  
RAGE, RETRIEVAL AND MANAGEMENT, NAME-

FIRST USE 12-31-1988; IN COMMERCE 12-31-1988.

SER. NO. 76-134,471, FILED 9-25-2000.

SCOTT OSCLICK, EXAMINING ATTORNEY

Int. Cl.: 9

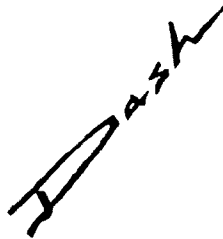
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,883,496

United States Patent and Trademark Office

Registered Sep. 14, 2004

TRADEMARK  
PRINCIPAL REGISTER



CRAGO CORP. (KANSAS CORPORATION)  
7228 WEST FRONTAGE ROAD  
MERRIAM, KS 66203

TAPE STORAGE UNITS. IN CLASS 9 (U.S. CLS. 21,  
23, 26, 36 AND 38).

FIRST USE 12-0-1988; IN COMMERCE 12-0-1988.

FOR: PERSONAL COMPUTERS, MONITORS,  
KEYBOARDS AND COMMUNICATIONS SERVERS  
FOR PERSONAL COMPUTERS; COMPUTER  
HARDWARE USED FOR DATA AND FILE STO-  
RAGE, RETRIEVAL AND MANAGEMENT, NAME-  
LY, DISC ARRAYS, DISC STORAGE UNITS AND

OWNER OF U.S. REG. NOS. 1,795,636 AND  
1,886,528.

SER. NO. 76-234,706, FILED 4-3-2001.

DOUGLAS LEE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 2,670,119

United States Patent and Trademark Office

Registered Dec. 31, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

FTL CORP. (DELAWARE CORPORATION)  
802 WEST STREET  
SUITE 202  
WILMINGTON, DE 19801

FIRST USE 2-15-2002; IN COMMERCE 2-15-2002.

SN 76-277,982, FILED 6-28-2001.

FOR: EYEWEAR, NAMELY EYEGLASSES, EYE-  
GLASS FRAMES, SUNGLASSES AND EYEGLASS  
CASES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

MELVIN AXILBUND, EXAMINING ATTORNEY



Int. Cl.: 10

Prior U.S. Cls.: 26, 39 and 44

Reg. No. 3,548,998

**United States Patent and Trademark Office**

Registered Dec. 23, 2008

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

EZ SURGICAL LTD. (ISRAEL CORPORATION)  
NEW INDUSTRIAL PARK  
YOKNEAM P.O.B. 620, ISRAEL

FOR: DEFORMABLE SURGICAL RETRACTORS  
HAVING AN OUTER ABSORBENT OR NON-AB-  
SORBENT PAD AND AN INNER REINFORCING  
METAL OR POLYMERIC MATRIX. IN CLASS 10  
(U.S. CLS. 26, 39 AND 44).

FIRST USE 5-21-2007; IN COMMERCE 5-21-2007.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-299,218, FILED 10-9-2007.

SIMON TENG, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## Dash

**Reg. No. 3,719,384** PLAYFIRST, INC. (DELAWARE CORPORATION)  
Registered Dec. 1, 2009 160 SPEAR STREET, SUITE 1300  
SAN FRANCISCO, CA 94105

**Int. Cl.: 9** FOR: COMPUTER GAME SOFTWARE; ELECTRONIC GAME SOFTWARE; GAME SOFTWARE; VIDEO GAME SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

**TRADEMARK** FIRST USE 7-24-2007; IN COMMERCE 7-24-2007  
**PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-454,870, FILED 4-22-2008.

MATTHEW PAPPAS, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

U.S. Patent and Trademark Office (USPTO)

NOTICE OF ALLOWANCE

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 571-273-9550. Please include the serial number of your application on ALL correspondence with the USPTO.

ISSUE DATE: Sep 8, 2009

DENISE TALIAFERRO  
GTECH CORPORATION  
10 MEMORIAL BLVD STE 101  
PROVIDENCE, RI 02903-1125

ATTORNEY  
REFERENCE NUMBER

DASH

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have six (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of Use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.

Please note that both the "Statement of Use" and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRE-registration form"), to avoid the possible omission of important information. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

**\*\* Registration Subject to Cancellation for Fraudulent Statements \*\***

Ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of your trademark registration. The lack of a bona fide intention to use the mark with all goods and/or services included in an application or the lack of use on all goods and/or services for which you claimed use could jeopardize the validity of your registration, possibly resulting in its cancellation.

**The following information should be reviewed for accuracy:**

SERIAL NUMBER:	77/674996
MARK:	DASH (STANDARD CHARACTER MARK)
OWNER:	GTECH Corporation 10 Memorial Boulevard Providence, RHODE ISLAND 02903

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

035 - Retail store services featuring lottery tickets -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

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ADDITIONAL INFORMATION MAY BE PRESENT IN THE USPTO RECORDS

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,832,770**

**Registered Aug. 10, 2010**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

PEDERSEN, SCOTT (UNITED STATES INDIVIDUAL)  
1006 NORTH AURORA STREET  
ITHACA, NY 14850

FOR: COSMETICS IN GENERAL, INCLUDING PERFUMES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 5-5-2010; IN COMMERCE 5-5-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-725,864, FILED 4-30-2009.

PATRICIA EVANKO, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

United States of America  
United States Patent and Trademark Office

***dash***

Reg. No. 3,812,076

Registered June 29, 2010

Int. Cl.: 12

TRADEMARK

PRINCIPAL REGISTER

BIG CAT HUMAN POWERED VEHICLES, LLC (FLORIDA LIMITED LIABILITY COMPANY)  
SUITE 22  
720 BUSINESS PARK BOULEVARD  
WINTER GARDEN, FL 34787

FOR: RECUMBENT TRICYCLES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 8-14-2009, IN COMMERCE 8-14-2009.

SN 77-783,847, FILED 7-17-2009.

LANA PHAM, EXAMINING ATTORNEY



*David S. Kybas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,757,468** YEMEL'YANOV IVAN DMITRI (RUSSIAN FED. INDIVIDUAL.)  
Registered Mar. 9, 2010 15938 ARMSLEY DR.  
CHINO HILLS, CA 91709

**Int. Cl.: 32** FOR: FRUIT FLAVORED SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 10-13-2009; IN COMMERCE 10-19-2009.

**TRADEMARK  
PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-792,303, FILED 7-29-2009.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY

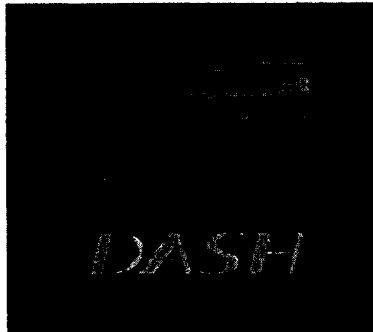


*David J. Kybas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office



Reg. No. 3,881,117

Registered Nov. 23, 2010

Int. Cl.: 32

TRADEMARK

PRINCIPAL REGISTER

YEMEL'YANOV, IVAN DMITRI (RUSSIAN FED. INDIVIDUAL)  
15938 ARMSLEY DR.  
CHINO HILLS, CA 91709

FOR: FRUIT FLAVORED SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 10-13-2009, IN COMMERCE 10-19-2009.

THE MARK CONSISTS OF THE WORDING "DASH" APPEARING IN GREY LETTERS WITH BLACK OUTLINING BELOW A DESIGN OF A MAN IN A MOVING OR DASHING POSITION WITH MOVEMENT CHARACTERIZED BY VERTICAL BLURRED LINES CONSISTING OF THE INTERCHANGING COLORS OF WHITE, BLACK, MAROON, RED AND GREY. THE DESIGN OF THE MAN IS MADE OF THE INTERCHANGING COLORS OF SILVER, BLACK, MAROON, RED, WHITE AND GREY, WHILE THE SURROUNDING COLORS ARE MAROON WITH SILVER, BLACK, GREY AND HINTS OF MAGENTA AND ROSE CREATED BY INTERCHANGING BLURRING LINES.

THE COLOR(S) BLACK, WHITE, MAROON, SILVER, RED, GREY, MAGENTA AND ROSE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SN 77-802,968, FILED 8-12-2009.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY



*David J. Kypas*

Director of the United States Patent and Trademark Office



**United States of America**  
United States Patent and Trademark Office

**DASH**

**Reg. No. 4,067,925**  
**Registered Dec. 6, 2011**  
**Int. Cl.: 9**

**TRADEMARK**  
**PRINCIPAL REGISTER**

PASULKA, DARIN C. (UNITED STATES INDIVIDUAL)  
C/O DONALD PASULKA, APT. 3011  
233 E. WACKER  
CHICAGO, IL 60601

FOR: SOUND RECORDINGS AND DOWNLOADABLE SOUND RECORDINGS FEATURING MUSIC AND MUSIC PERFORMANCES; DVDS AND AUDIOVISUAL RECORDINGS AND DOWNLOADABLE AUDIOVISUAL RECORDINGS FEATURING MUSIC AND MUSIC PERFORMANCES; AUDIO AND VIDEO CASSETTES AND AUDIO AND VIDEO COMPACT DISCS, ALL FEATURING MUSICAL SOUND RECORDINGS AND PERFORMANCES; PHONOGRAPH RECORDS FEATURING SOUND RECORDINGS AND MUSICAL PERFORMANCES; LASER DISCS FEATURING SOUND RECORDINGS AND MUSICAL PERFORMANCES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-1-2010; IN COMMERCE 9-1-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-943,503, FILED 2-24-2010.

ERNEST SHOSHIO, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,884,087**

**Registered Nov. 30, 2010**

**Int. Cl.: 3**

**TRADEMARK**

**PRINCIPAL REGISTER**

DISCUS DENTAL, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)  
LEGAL DEPARTMENT  
8550 HIGUERA STREET  
CULVER CITY, CA 90232

FOR: DENTIFRICES, TOOTHPASTE, COSMETIC TOOTH WHITENER, BLEACHING PREPARATIONS AND TOOTH WHITENING KITS FOR COSMETIC PURPOSES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 9-24-2009, IN COMMERCE 9-24-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-845,764, FILED 10-9-2009.

BARBARA A. GOLD, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,905,520**

**Registered Jan. 11, 2011**

**Int. Cl.: 11**

**TRADEMARK**

**PRINCIPAL REGISTER**

WATKINS MANUFACTURING CORPORATION (CALIFORNIA CORPORATION)  
1280 PARK CENTER DRIVE  
VISTA, CA 92081

FOR: HOT TUBS AND SPAS IN THE NATURE OF HEATED POOLS, IN CLASS 11 (U.S. CLS. 13, 21, 23, 31 AND 34).

FIRST USE 12-23-2009; IN COMMERCE 12-23-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-874,360, FILED 11-17-2009.

KRISTIN DAHLING, EXAMINING ATTORNEY



*David S. Kybas*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**DASH**

**Reg. No. 4,112,316**

**Registered Mar. 13, 2012**

**Int. Cls.: 9, 35, and 38**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SONY ELECTRONICS INC. (DELAWARE CORPORATION)

MZ 1028

16530 VIA ESPRILLO

SAN DIEGO, CA 92127

FOR: DIGITAL DESKTOP ELECTRONIC DEVICES FOR ACCESSING, DISPLAYING AND PLAYING DATA, CONTENT, MEDIA AND APPLICATIONS PROVIDED VIA THE INTERNET AND GLOBAL COMPUTER NETWORKS BUT NOT INCLUDING COMPUTER GAMES OF ANY KIND, DESKTOP RADIOS INCORPORATING DIGITAL CLOCKS, DESKTOP DEVICES FOR DISPLAYING WEATHER CONDITIONS, NAMELY, DESKTOP DIGITAL ELECTRONIC DEVICES FOR DISPLAYING WEATHER REPORTS GATHERED FROM THE INTERNET AND GLOBAL COMPUTER NETWORKS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-29-2010; IN COMMERCE 4-29-2010.

FOR: ONLINE RETAIL STORE SERVICES FEATURING DATA, CONTENT, MEDIA AND APPLICATIONS IN THE NATURE OF MUSIC, DIGITAL PICTURES AND VIDEO FOR ACCESS, DISPLAY AND PLAY BY A DESKTOP DIGITAL ELECTRONIC DEVICE, BUT NOT INCLUDING COMPUTER GAMES OF ANY KIND, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-29-2010; IN COMMERCE 4-29-2010.

FOR: ELECTRONIC TRANSMISSION OF DATA, CONTENT, MEDIA AND APPLICATIONS VIA THE INTERNET, GLOBAL COMPUTER NETWORKS, WIRELESS NETWORKS AND ELECTRONIC COMMUNICATION NETWORKS TO DESKTOP DIGITAL DEVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-29-2010; IN COMMERCE 4-29-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-914,468, FILED 1-19-2010.

MARILYN IZZI, EXAMINING ATTORNEY



*David J. Kypas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**United States of America**  
United States Patent and Trademark Office

**DASH**

**Reg. No. 4,060,604**

**Registered Nov. 22, 2011**

**Int. Cl.: 26**

**TRADEMARK**

**PRINCIPAL REGISTER**

ISIS COLLECTIONS, INC. (NEW JERSEY CORPORATION)  
625 GOTHAM PARKWAY  
CARLISLE, NJ 07072

FOR: HAIR EXTENSIONS, WIGS, HAIRPIECES, AND ADD-IN AND ADD-ON HAIR ACCESSORIES CONSTRUCTED PRIMARILY OF SYNTHETIC AND/OR HUMAN HAIR, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 8-1-2011, IN COMMERCE 8-1-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-915,283, FILED 1-19-2010.

KRISTIN CARLSON, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

**United States Patent and Trademark Office**

Reg. No. 3,406,729

Registered Apr. 1, 2008

**TRADEMARK  
PRINCIPAL REGISTER**

**DASH**

WALKSTYLES, INC. (CALIFORNIA CORPORATION)  
26062 MERIT CIRCLE, SUITE 101  
LAGUNA HILLS, CA 92653

FOR: PEDOMETERS, IN CLASS 9 (U.S. CLS. 21, 23,  
26, 36 AND 38).

FIRST USE 9-18-2007; IN COMMERCE 9-18-2007.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SN 78-634,611. FILED 6-20-2005.

KARANENDRA S. CHHINA, EXAMINING ATTOR-  
NEY

Int. Cls.: 5, 16 and 41

Prior U.S. Cls.: 2, 5, 6, 18, 22, 23, 29, 37, 38, 44, 46, 50,  
51, 52, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,260,312

Registered July 10, 2007

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

DASH

DASH SYSTEMS, LLC (NEW YORK LTD LIAB  
CO)  
SUITE 300C  
30 JERICHO EXECUTIVE PLAZA  
JERICHO, NY 11753

FOR: VITAMINS AND NUTRITIONAL SUPPLE-  
MENTS. IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND  
52).

FIRST USE 8-1-2005; IN COMMERCE 8-1-2005.

FOR: PUBLICATIONS, NAMELY BOOKS, MAGA-  
ZINES AND WORKBOOKS DEALING WITH SUB-  
JECTS OF INTEREST TO MEN AND WOMAN,  
NAMELY SELF HELP AND MOTIVATIONAL PUB-  
LICATIONS. IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37,  
38 AND 50).

FIRST USE 10-1-2002; IN COMMERCE 10-1-2002.

FOR: EDUCATION, NAMELY PROVIDING LIFE  
COACHING AND EXECUTIVE COACHING TO IN-  
DIVIDUALS AND GROUPS IN THE FORM OF  
PERSONAL AND OR CLASS SESSIONS AND OR  
SEMINARS. IN CLASS 41 (U.S. CLS. 100, 101 AND  
107).

FIRST USE 9-1-2003; IN COMMERCE 9-1-2003.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-797,294, FILED 1-23-2006.

SUNG IN, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,788,820**

**Registered May 11, 2010**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

T-MOBILE USA, INC. (DELAWARE CORPORATION)  
12920 S.E. 38TH STREET  
BELLEVUE, WA 98006

FOR: WIRELESS HANDHELD TELECOMMUNICATIONS DEVICES, NAMELY, WIRELESS TELECOMMUNICATIONS DEVICES THAT COMBINE WIRELESS VOICE AND DATA TELECOMMUNICATIONS FUNCTIONS, DIGITAL IMAGING FUNCTIONS, COMPUTING FUNCTIONS, PERMIT THE TWO-WAY WIRELESS TRANSMISSION OF EMAIL AND TEXT, PERMIT WIRELESS ACCESS TO A GLOBAL COMPUTER NETWORK, AND MULTIMEDIA FUNCTIONALITY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-31-2006, IN COMMERCE 10-31-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,795,636 AND 1,886,528.

SN 78-942,250, FILED 8-1-2006.

DAVID COLLIER, EXAMINING ATTORNEY



*David J. Kypas*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**DASH**

**Reg. No. 3,918,197**

**Registered Feb. 8, 2011**

**Int. Cl.: 33**

**TRADEMARK**

**PRINCIPAL REGISTER**

LIMITED SPIRITS, LLC (TEXAS LIMITED LIABILITY COMPANY)  
P.O. BOX 571937  
HOUSTON, TX 77257

FOR: SPIRITS AND LIQUEURS, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 11-30-2010; IN COMMERCE 11-30-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-005,431, FILED 4-2-2010.

STEVEN R. FINE, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,939,203**

**Registered Mar. 29, 2011**

**Int. Cl.: 16**

**TRADEMARK**

**PRINCIPAL REGISTER**

ADVANCE MAGAZINE PUBLISHERS INC. (NEW YORK CORPORATION)  
FOUR TIMES SQUARE  
NEW YORK, NY 10036

FOR: MAGAZINE FEATURING FOOD, BEVERAGES, RECIPES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-10-2010; IN COMMERCE 11-10-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-060,282, FILED 6-11-2010.

AMY C. KEAN, EXAMINING ATTORNEY



*David J. Kypas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,932,894**

**Registered Mar. 15, 2011**

**Int. Cl.: 11**

**TRADEMARK**

**PRINCIPAL REGISTER**

STEELCASE INC. (MICHIGAN CORPORATION)  
901 44TH STREET SE  
GRAND RAPIDS, MI 49501

FOR: LAMPS, IN CLASS 11 (U.S. CLS. 13, 21, 23, 31 AND 34).

FIRST USE 8-18-2010; IN COMMERCE 8-18-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-074,309, FILED 6-29-2010.

LINDA ESTRADA, EXAMINING ATTORNEY



*David S. Kybas*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**DASH**

**Reg. No. 4,040,550**

**Registered Oct. 18, 2011**

**Int. Cl.: 10**

**TRADEMARK**

**PRINCIPAL REGISTER**

BRAINLAB AG (FED REP GERMANY AKTIENGESELLSCHAFT)  
KAPELLENSTRASSE 12  
FELDKIRCHEN, FED REP GERMANY 85622

FOR: IMAGE-GUIDED LOCALIZATION APPARATUS FOR SURGICAL APPLICATIONS,  
IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERP N CMNTY TM OFC APPLICATION NO.  
008911001, FILED 2-10-2010, REG. NO. 008911001, DATED 9-20-2010, EXPIRES 2-10-2020.

SER. NO. 85-097,748, FILED 8-2-2010.

JAMES A. RAUEN, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
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**Requirements in the First Ten Years\***

**What and When to File:**

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***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, March 22, 2011 00:09 AM  
**To:** EGISOLFI@SABINFIRM.COM  
**Subject:** Trademark Serial Number 85105192: Official USPTO Notice of Allowance

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## NOTICE OF ALLOWANCE (NOA)

**ISSUE DATE: Mar 22, 2011**

**Serial Number:** 85-105,192  
**Mark:** DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:**

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:**

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85-105,192  
**Mark:** DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:**  
**Owner:** ADVANCE MAGAZINE PUBLISHERS INC.  
FOUR TIMES SQUARE  
NEW YORK , NEW YORK 10036  
**Correspondence Address:** ERIC E. GISOLFI  
SABIN BERMANT & GOULD LLP  
4 TIMES SQ  
NEW YORK, NY 10036-6518

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

009 - Downloadable software in the nature of mobile applications for use with smart phones, PDA devices, tablet computers and other portable handheld digital electronic communication devices, featuring content from magazines in the fields of food, beverages and recipes -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

# United States of America

United States Patent and Trademark Office

## DASH

**Reg. No. 3,993,649**

**Registered July 12, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

ANGEL SECURE NETWORKS, INC. (DELAWARE CORPORATION)  
20 GODFREY DRIVE  
ORONO, ME 04473

FOR: COMPUTER PROGRAMS FOR SECURE CONTENT DELIVERY AND HOST AUTHENTICATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38)

FIRST USE 1-16-2008, IN COMMERCE 2-14-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-197,112, FILED 12-14-2010.

CHARLOTTE CORWIN, EXAMINING ATTORNEY



*David S. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, June 7, 2011 00:15 AM  
**To:** plodocket@arelaw.com  
**Subject:** Trademark Serial Number 85226357: Official USPTO Notice of Allowance

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## **NOTICE OF ALLOWANCE (NOA)**

**ISSUE DATE: Jun 7, 2011**

**Serial Number:** 85-226,357  
**Mark:** DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 34301/52

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### **REVIEW APPLICATION INFORMATION FOR ACCURACY**

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85-226,357  
**Mark:** DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 34301/52  
**Owner:** First Quality Hygienic, inc.  
80 Cuttermill Road, Suite 500  
Great Neck , NEW YORK 11021  
**Correspondence Address:** KENNETH P. GEORGE, ESQ.  
AMSTER, ROTHSTEIN & EBENSTEIN LLP  
90 PARK AVE  
NEW YORK, NY 10016-1301

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

005 - feminine hygiene products, namely, sanitary pads and tampons -- FIRST USE DATE: NONE; -- USE IN  
COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, December 13, 2011 00:11 AM  
**To:** trademarks@rajpatent.com  
**Subject:** Trademark Serial Number 85329448: Official USPTO Notice of Allowance

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## **NOTICE OF ALLOWANCE (NOA)**

**ISSUE DATE: Dec 13, 2011**

**Serial Number:** 85-329,448  
**Mark:** RADASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 28088

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING: An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.**

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING: An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.**

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### **REVIEW APPLICATION INFORMATION FOR ACCURACY**

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85-329,448  
**Mark:** RADASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 28088  
**Owner:** Aslam, Arshad  
21806 S. Kinard ave  
Carson , CALIFORNIA 90745  
**Correspondence Address:** RAJ ABHYANKER  
RAJ ABHYANKER, P.C.  
1580 W EL CAMINO REAL STE 8  
MOUNTAIN VIEW, CA 94040-2462

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

025 - Clothing, namely, tops, bottoms, and t-shirts -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.





UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

May 23, 2012

**NOTICE OF PUBLICATION**

- |   |   |
|---|---|
| 1. Serial No.:<br>85-517,287                          | 2. Mark:<br>LIVE YOUR DASH<br>(STANDARD CHARACTER MARK) |
| 3. International Class(es):<br>14, 16, 18, 21, 24, 25 |   |
| 4. Publication Date:<br>Jun 12, 2012                  | 5. Applicant:<br>Linda M. Ellis                         |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

The Superintendent of Documents  
U.S. Government Printing Office  
PO Box 371954  
Pittsburgh, PA 15250-7954  
Phone: 202-512-1800

By direction of the Commissioner.

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**Email Address(es):**

[ip@wilsav.com](mailto:ip@wilsav.com)

**Trademark Snap Shot Publication Stylesheet**  
(Table presents the data on Publication Approval)

**OVERVIEW**

SERIAL NUMBER	85517287	FILING DATE	01/16/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	GOODSAID, IRA J	L.O. ASSIGNED	101

**PUB INFORMATION**

RUN DATE	04/24/2012		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATON		
STATUS DATE	04/23/2012		
LITERAL MARK ELEMENT	LIVE YOUR DASH		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	NO	1 (a)	NO
1 (b)	YES	1 (b)	YES	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	LIVE YOUR DASH

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Linda M. Ellis
ADDRESS	Attn.: Linda M. Ellis 1050 E. Piedmont Road, Suite E-135 Marietta, GA 30062
ENTITY	01-INDIVIDUAL
CITIZENSHIP	United States of America
DBA/AKA	DBA Linda's Lyrics

### GOODS AND SERVICES

INTERNATIONAL CLASS	014
DESCRIPTION TEXT	Key chains as jewellery
INTERNATIONAL CLASS	016
DESCRIPTION TEXT	Stickers
INTERNATIONAL CLASS	018
DESCRIPTION TEXT	Tote bags
INTERNATIONAL CLASS	021
DESCRIPTION TEXT	Plastic water bottles sold empty
INTERNATIONAL CLASS	024
DESCRIPTION TEXT	Textile wall hangings
INTERNATIONAL CLASS	025
DESCRIPTION TEXT	Hats; Shirts

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	014	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	016	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	018	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	021	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	024	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	025	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

#### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	4042342

#### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/23/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	004
04/23/2012	DOCK	D	ASSIGNED TO EXAMINER	003
01/20/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/19/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Timothy J. Lockhart
CORRESPONDENCE ADDRESS	TIMOTHY J. LOCKHART WILLCOX & SAVAGE P.C. 440 MONTICELLO AVE STE 2200 NORFOLK, VA 23510-2243
DOMESTIC REPRESENTATIVE	NONE

LIVE YOUR DASH



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

May 23, 2012

**NOTICE OF PUBLICATION**

- |                                      |   |
|--------------------------------------|---|
| 1. Serial No.:<br>85-542,356         | 2. Mark:<br>LIVE YOUR DASH<br>(STANDARD CHARACTER MARK) |
| 3. International Class(es):<br>14    |   |
| 4. Publication Date:<br>Jun 12, 2012 | 5. Applicant:<br>Ellis, Linda M.                        |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

The Superintendent of Documents  
U.S. Government Printing Office  
PO Box 371954  
Pittsburgh, PA 15250-7954  
Phone: 202-512-1800

By direction of the Commissioner.

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**Email Address(es):**

[ip@wilsav.com](mailto:ip@wilsav.com)

**Trademark Snap Shot Publication & Issue Review Stylesheet**  
(Table presents the data on Publication & Issue Review Complete)

**OVERVIEW**

SERIAL NUMBER	85542356	FILING DATE	02/14/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	GOODSAID, IRA J	L.O. ASSIGNED	101

**PUB INFORMATION**

RUN DATE	05/11/2012		
PUB DATE	06/12/2012		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	05/10/2012		
LITERAL MARK ELEMENT	LIVE YOUR DASH		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	LIVE YOUR DASH

MARK DRAWING CODE		4-STANDARD CHARACTER MARK		
COLOR DRAWING FLAG		NO		
<b>CURRENT OWNER INFORMATION</b>				
PARTY TYPE		10-ORIGINAL APPLICANT		
NAME		Ellis, Linda M.		
ADDRESS		Attn.: Linda M. Ellis 1050 E. Piedmont Road, Suite E-135 Marietta, GA 30062		
ENTITY		01-INDIVIDUAL		
CITIZENSHIP		United States of America		
DBA/AKA		DBA Linda's Lyrics		
<b>GOODS AND SERVICES</b>				
INTERNATIONAL CLASS		014		
DESCRIPTION TEXT		Rubber or silicon wristbands in the nature of a bracelet		
<b>GOODS AND SERVICES CLASSIFICATION</b>				
INTERNATIONAL CLASS	014	FIRST USE DATE	02/03/2012	
		FIRST USE IN COMMERCE DATE	02/03/2012	
		CLASS STATUS	6-ACTIVE	
<b>MISCELLANEOUS INFORMATION/STATEMENTS</b>				
CHANGE IN REGISTRATION		NO		
OWNER OF US REG NOS		4042342		
<b>PROSECUTION HISTORY</b>				
DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/10/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	006
05/09/2012	ALIE	A	ASSIGNED TO LIE	005
04/23/2012	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	004
04/23/2012	DOCK	D	ASSIGNED TO EXAMINER	003
02/21/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
02/20/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001
<b>CURRENT CORRESPONDENCE INFORMATION</b>				



ATTORNEY	Timothy J. Lockhart
CORRESPONDENCE ADDRESS	TIMOTHY J. LOCKHART WILLCOX & SAVAGE P.C. 440 MONTICELLO AVE STE 2200 NORFOLK, VA 23510-2243
DOMESTIC REPRESENTATIVE	NONE

LIVE YOUR DASH

# United States of America

United States Patent and Trademark Office

## DEALDASH

**Reg. No. 3,914,068**

**Registered Feb. 1, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

OY BIDRAY GROUP AB (FINLAND AKTIEBOLAG (AB))  
SALOMONKATU 17B  
HELSINKI, FINLAND 00100

FOR: ON-LINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER  
GOODS OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-1-2010; IN COMMERCE 4-1-2010

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-066,493, FILED 6-18-2010.

JILL PRATER, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, June 13, 2012 03:29 AM  
**To:** Bernard\_Reed@neimanmarcus.com  
**Cc:** Bernard\_Reed@neimanmarcus.com  
**Subject:** Official USPTO Notification: Issuance of Notice of Publication for Serial Number 85529736

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**NOTIFICATION OF "NOTICE OF PUBLICATION"**

Your trademark application (Serial No. 85529736) is scheduled to publish in the *Official Gazette* on Jul 3, 2012 . To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=85529736>. If you have difficulty accessing the Notice of Publication, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

**PLEASE NOTE:**

1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the *Official Gazette* in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact [TMPostPubQuery@uspto.gov](mailto:TMPostPubQuery@uspto.gov).

**Trademark Snap Shot Publication & Issue Review Stylesheet**  
(Table presents the data on Publication & Issue Review Complete)

**OVERVIEW**

SERIAL NUMBER	85529736	FILING DATE	01/31/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	BRECKENFELD, WILLIAM G	L.O. ASSIGNED	116

**PUB INFORMATION**

RUN DATE	06/01/2012		
PUB DATE	07/03/2012		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	05/31/2012		
LITERAL MARK ELEMENT	MIDDAY DASH		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	NO
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	MIDDAY DASH

MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	NM Nevada Trust
ADDRESS	3200 Las Vegas Boulevard Las Vegas, NV 89109
ENTITY	03-CORPORATION
CITIZENSHIP	Massachusetts

### GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Computerized on-line retail store services in the field of clothing

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	07/01/2011	FIRST USE IN COMMERCE DATE	07/01/2011	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	4023715

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/31/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
05/30/2012	ALIE	A	ASSIGNED TO LIE	012
05/10/2012	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	011
05/10/2012	XAEC	I	EXAMINER'S AMENDMENT ENTERED	010
05/10/2012	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	009
05/10/2012	GNEA	O	EXAMINERS AMENDMENT E-MAILED	008
05/10/2012	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	007
05/09/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
05/09/2012	GNRT	F	NON-FINAL ACTION E-MAILED	005

05/09/2012	CNRT	R	NON-FINAL ACTION WRITTEN	004
05/09/2012	DOCK	D	ASSIGNED TO EXAMINER	003
02/03/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
02/03/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

**CURRENT CORRESPONDENCE INFORMATION**

ATTORNEY	Kim Yee
CORRESPONDENCE ADDRESS	KIM YEE 1618 MAIN ST DALLAS, TX 75201-4720
DOMESTIC REPRESENTATIVE	NONE

# Midday Dash



**United States of America**  
United States Patent and Trademark Office

**LIVE YOUR DASH**

**Reg. No. 4,141,664**

**Registered May 15, 2012**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

LINDA M. ELLIS (UNITED STATES INDIVIDUAL), DBA LINDA'S LYRICS  
1050 E. PIEDMONT ROAD, SUITE E-135  
ATTN: LINDA M. ELLIS  
MARIETTA, GA 30062

FOR: RINGS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 7-22-2011, IN COMMERCE 7-22-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,042,342.

SER. NO. 85-384,501, FILED 7-29-2011.

KATHLEEN LORENZO, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, December 7, 2010 00:09 AM  
**To:** iptm@armstrongleasdale.com  
**Subject:** Trademark Serial Number 85036230: Official USPTO Notice of Allowance

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## NOTICE OF ALLOWANCE (NOA)

**ISSUE DATE: Dec 7, 2010**

**Serial Number:** 85-036,230  
**Mark:** A DASH OF THE DARING(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 23308-12

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may **not** be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85-036,230  
**Mark:** A DASH OF THE DARING(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 23308-12  
**Owner:** Albrecht, Edward D.  
2344 Grissom Drive  
St. Louis , MISSOURI 63146  
**Correspondence Address:** Meredith P. Gammill  
Armstrong Teasdale LLP  
7700 Forsyth Boulevard, Suite 1800  
St. Louis MO 63105

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

025 - Wholesale ordering and store services, and retail store services, all featuring women's apparel; online wholesale ordering and store services, and online retail store services, all featuring women's apparel; catalog ordering services, wholesale ordering and store services, and retail store services, all featuring women's apparel -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, September 27, 2011 00:11 AM  
**To:** pto@sillscummis.com  
**Subject:** Trademark Serial Number 85270504: Official USPTO Notice of Allowance

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## **NOTICE OF ALLOWANCE (NOA)**

**ISSUE DATE: Sep 27, 2011**

**Serial Number:** 85-270,504  
**Mark:** MORE DASH THAN CASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:**

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE: Applicant has six (6) MONTHS from the NOA issue date to file either:**

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### **REVIEW APPLICATION INFORMATION FOR ACCURACY**

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85-270,504  
**Mark:** MORE DASH THAN CASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:**  
**Owner:** Patricia Wescoat Pound  
#15C  
301 E. 62nd Street  
New York , NEW YORK 10065  
**Correspondence Address:** DOCKETING  
SILLS CUMMIS & GROSS P.C.  
1 ROCKEFELLER PLZ  
NEW YORK, NY 10020-2003

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

025 - Clothing, namely, shirts, pants, shorts, jackets, coats, ties, cummerbunds, suspenders, underwear, vests, sweaters, suits, hats, scarves, gloves, socks, shoes, belts, pajamas, dressing gowns, bathrobes, dresses, skirts, headbands, nightgowns, lingerie, stockings - FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

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**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, March 22, 2011 00:07 AM  
**To:** ip@wilsav.com  
**Subject:** Trademark Serial Number 85087798: Official USPTO Notice of Allowance

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## **NOTICE OF ALLOWANCE (NOA)**

**ISSUE DATE: Mar 22, 2011**

**Serial Number:** 85-087.798

**Mark:** LIVE YOUR DASH --MAKE EVERY MOMENT MATTE etc. (STYLIZED/DESIGN)

**Attorney Reference Number:** 25459.001

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

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For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### **REVIEW APPLICATION INFORMATION FOR ACCURACY**

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**Serial Number:** 85-087,798  
**Mark:** LIVE YOUR DASH --MAKE EVERY MOMENT MATTE etc. (STYLIZED/DESIGN)  
**Attorney Reference Number:** 25459.001  
**Owner:** Ellis, Linda M.  
1050 E. Piedmont Road, Suite E-135  
1050 E. Piedmont Road  
Marietta, GEORGIA 30062  
**Correspondence Address:** Timothy J. Lockhart  
Willcox & Savage P.C.  
Attn.: IP Administrator  
440 Monticello Avenue, Suite 2200  
Norfolk VA 23510-2243

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

- 009 - Downloadable video recordings on inspirational or motivational topics for adults and children provided via a website -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 016 - Gift books featuring poems and prose relating to living the "dash," that is, the years between birth and death, inspirational books, greeting cards, note cards, note pads, posters, and prints -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 021 - Cups and mugs -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 025 - T-shirts -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 041 - Entertainment services, namely, providing a website featuring video poetry and prose presentations in the field of inspirational or motivational topics for adults and children -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.



# United States of America

United States Patent and Trademark Office



Reg. No. 4,118,734

Registered Mar. 27, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

SPRINGBOK GROUP (UTAH LIMITED LIABILITY COMPANY)  
380 WEST 200 SOUTH, #303  
SALT LAKE CITY, UT 84101

FOR: HOODED SWEAT SHIRTS; SWEAT SHIRTS; LONG-SLEEVED SHIRTS; SHORT-SLEEVED SHIRTS; SPORTS SHIRTS; SWEAT SHIRTS; T-SHIRTS; TANK TOPS; HATS; VISORS; SHORTS; SWEAT PANTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-1-2010; IN COMMERCE 6-1-2010.

OWNER OF U.S. REG. NO. 3,965,475.

THE MARK CONSISTS OF A PIG'S FACE WITH FURROWED EYE-BROWS THAT TOUCH ITS SNOUT. NOSTRILS REPRESENTED BY "DD" AND TWO HORIZONTAL LINES ON EITHER SIDE OF THE PIG'S FACE WITH THE WORDING "DIRTY" ON THE LEFT AND "DASH" ON THE RIGHT. THE WORD "THE" IS ABOVE THE TOP HORIZONTAL LINE ON THE LEFT OF THE PIG'S FACE.

SER. NO. 85-457,114, FILED 10-26-2011.

CARRIE GENOVESE, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
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**Requirements in the First Ten Years\***  
**What and When to File:**

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See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

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**United States of America**  
United States Patent and Trademark Office

# DASH BOARD

Reg. No. 4,119,281

Registered Mar. 27, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

DASH CLOTHING, INC. (NEW YORK CORPORATION)  
1375 BROADWAY, SUITE 600  
NEW YORK, NY 10018

FOR: BELTS; BELTS FOR CLOTHING; BERMUDA SHORTS; BOXER SHORTS; BRIEFS;  
COLLARED SHIRTS; CREW NECK SWEATERS; DRESS SHIRTS; JUMPERS; LONG-  
SLEEVED SHIRTS; MEN'S UNDERWEAR; MOCK TURTLE-NECK SWEATERS; OPEN-  
NECKED SHIRTS; OVERALLS; PANTS; POLO SHIRTS; RAINCOATS; SHIRTS; SHIRTS  
AND SHORT-SLEEVED SHIRTS; SHORT-SLEEVED OR LONG-SLEEVED T-SHIRTS; SHORT-  
SLEEVED SHIRTS; SHORTS; SWEATERS; T-SHIRTS; TEE SHIRTS; TURTLENECK  
SWEATERS; UNDERGARMENTS; UNDERWEAR; UNDERWEAR, NAMELY, BOY SHORTS;  
V-NECK SWEATERS; WAIST BELTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-15-2011; IN COMMERCE 12-1-2011

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-142,847, FILED 10-1-2010.

JOHN GARTNER, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

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***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

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reminder of these filing requirements.**

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**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**United States of America**  
United States Patent and Trademark Office

**Stash'n Dash**

**Reg. No. 4,052,567**  
**Registered Nov. 8, 2011**  
**Int. Cl.: 25**

**TRADEMARK**  
**PRINCIPAL REGISTER**

KASWIT, INC. (CALIFORNIA CORPORATION)  
49-455 COACHELLA DRIVE  
LA QUINTA, CA 92253

FOR: SCARVES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-1-2010; IN COMMERCE 11-1-2010.

OWNER OF U.S. REG. NO. 3,955,871.

THE MARK CONSISTS OF THE TERM "STASH 'N DASH" WITH A DESIGN OF A CURVED LINE OF NON-UNIFORM WIDTH CONNECTING WITH THE HORIZONTAL LINE IN THE LETTER "T" IN THE WORD "STASH" AND EXTENDING TO THE RIGHT AND SUPERIMPOSED OVER THE LETTER "N" IN THE MIDDLE OF THE LOGO.

SER. NO. 85-275,530, FILED 3-24-2011.

KAELIE KUNG, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**United States of America**  
United States Patent and Trademark Office

# Fashion Dash

**Reg. No. 4,023,715**

**Registered Sep. 6, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

THE NEILMAN MARCUS GROUP, INC. (DELAWARE CORPORATION)  
1618 MAIN STREET  
DALLAS, TX 75002

FOR COMPUTERIZED ON-LINE RETAIL STORE SERVICES IN THE FIELD OF CLOTHING,  
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-1-2011; IN COMMERCE 5-1-2011

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FASHION", APART FROM THE MARK AS SHOWN.

SN 85-074,153, FILED 6-29-2010.

JULIE WATSON, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



**United States of America**  
United States Patent and Trademark Office

# SMG DASH

**Reg. No. 4,057,239**

**Registered Nov. 15, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SERVICE MANAGEMENT GROUP, INC. (MISSOURI CORPORATION)  
210 WEST 19TH TERRACE  
KANSAS CITY, MO 64108

FOR: BUSINESS MARKETING SERVICES IN THE FIELDS OF CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION MEASUREMENT IN RETAIL, CONSUMER GOODS, RESTAURANT, AND SERVICE INDUSTRIES, AND BUSINESS MARKETING SERVICES IN THE FIELD OF EMPLOYEE RETENTION; AND PREPARATION OF WRITTEN AND ELECTRONIC REPORTS IN CONNECTION WITH THE FOREGOING, NAMELY, PREPARATION OF BUSINESS REPORTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-2-2011, IN COMMERCE 8-2-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-095,919, FILED 7-29-2010.

MAYUR VAGHANI, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

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***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



UNITED STATES PATENT AND TRADEMARK OFFICE

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Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

May 23, 2012

**NOTICE OF PUBLICATION**

- |  |   |
|--|---|
| 1. Serial No.:<br>79-096,762                         | 2. Mark:<br>DIAMOND DASH<br>(STANDARD CHARACTER MARK) |
| 3. International Class(es):<br>9, 25, 28, 35, 38, 41 |   |
| 4. Publication Date:<br>Jun 12, 2012                 | 5. Applicant:<br>wooga GmbH                           |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the *Official Gazette* on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the *Official Gazette* containing the publication of the mark may be obtained from:

The Superintendent of Documents  
U.S. Government Printing Office  
PO Box 371954  
Pittsburgh, PA 15250-7954  
Phone: 202-512-1800

By direction of the Commissioner.

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**Email Address(es):**

[trademarks@webblaw.com](mailto:trademarks@webblaw.com)

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, May 23, 2012 03:21 AM  
**To:** trademarks@webblaw.com  
**Subject:** 4385-112981 Official USPTO Notification: Issuance of Notice of Publication for Serial Number 79096762

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**NOTIFICATION OF "NOTICE OF PUBLICATION"**

Your trademark application (Serial No. 79096762) is scheduled to publish in the *Official Gazette* on Jun 12, 2012. To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=79096762>. If you have difficulty accessing the Notice of Publication, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

**PLEASE NOTE:**

1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the *Official Gazette* in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact [TMPostPubQuery@uspto.gov](mailto:TMPostPubQuery@uspto.gov).

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,319,698

Registered Oct. 23, 2007

TRADEMARK  
PRINCIPAL REGISTER

ZIP AND DASH

CGE ENTERPRISES, LLC (DELAWARE LTD  
LIAB CO)  
P.O. BOX 124  
46 CHESTER MOUNTAIN ROAD  
WESTON, VT 05161

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: CLOTHING, NAMELY, DRESSES, IN CLASS  
25 (U.S. CLS. 22 AND 39).

SN 78-531,543, FILED 12-13-2004.

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

DAWN FELDMAN, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,970,189

Registered July 19, 2005

SERVICE MARK  
PRINCIPAL REGISTER

DOLLAR DASH

EXXON MOBIL CORPORATION (NEW JERSEY  
CORPORATION)  
5959 LAS COLINAS BOULEVARD  
IRVING, TX 750392298

FOR: RETAIL STORE SERVICES FEATURING  
CONVENIENCE STORE ITEMS AND GASOLINE. IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-2-2003; IN COMMERCE 12-17-2003.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-344,964, FILED 12-23-2003.

KARANENDRA S. CHHINA, EXAMINING ATTOR-  
NEY

# United States of America

United States Patent and Trademark Office

## STASH 'N DASH

**Reg. No. 3,955,871**

**Registered May 3, 2011**

**Int. Cl.: 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

KASWIT, INC. (CALIFORNIA CORPORATION)  
49-455 COACHELLA DRIVE  
LA QUINTA, CA 92253

FOR: SCARVES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-1-2010, IN COMMERCE 11-1-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-981,716, FILED 3-8-2010.

JASON BLAIR, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## Dash & Diesel

**Reg. No. 3,751,990** DASH & DIESEL (UTAH CORPORATION)  
Registered Feb. 23, 2010 2140 E. SUNSET DR.  
LAYTON, UT 84040

**Int. Cl.: 25** FOR: CHILDREN AND BABY CLOTHING, NAMELY, HATS, T-SHIRTS, INFANT AND TODDLER ONE PIECE CLOTHING, JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

**TRADEMARK** FIRST USE 2-12-2009; IN COMMERCE 2-12-2009.  
**PRINCIPAL REGISTER**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-782,083, FILED 7-15-2009.

KAREN K. BUSH, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office



**United States of America**  
United States Patent and Trademark Office

**LIVE YOUR DASH**

**Reg. No. 4,042,342**

**Registered Oct. 18, 2011**

**Int. Cl.: 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

ELLIS, LINDA M. (UNITED STATES INDIVIDUAL), DBA LINDA'S LYRICS,  
1050 E. PIEDMONT ROAD, SUITE 1-135  
MARIETTA, GA 30062

FOR: JEWELRY, NAMELY, BRACELETS, BROOCHES, CHARMS, LAPEL PINS, NECK-  
LACES, AND PINS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50)

FIRST USE 7-22-2011; IN COMMERCE 7-22-2011

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-330,062, FILED 11-15-2007.

L. L. CAROLINE CASE, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

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**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,533,508

Registered Nov. 18, 2008

TRADEMARK  
PRINCIPAL REGISTER



GALLAGHER, EDWARD (UNITED STATES INDIVIDUAL)

P.O. BOX 40312

BATON ROUGE, LA 70833

FOR: SHIRTS, T-SHIRTS, POLO SHIRTS, SLEEP SHIRTS, GOLF SHIRTS, LONG SLEEVED SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-2-2008; IN COMMERCE 3-11-2008.

THE STIPPLING IS FOR SHADING PURPOSES ONLY.

THE COLOR(S) BLUE, YELLOW, GREY, WHITE, AND BLACK IS ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF AN ABSTRACT DESIGN OF A PERSON WITH THEIR ARMS RAISED AND THE STYLIZED WORDS "LIVING IN THE DASH" EMBEDDED ON A YELLOW BAND NEAR THE CENTER OF THE DESIGN. THE DESIGN CONSISTS OF A CIRCULAR SPHERICAL HEAD WITH THE COLOR BLUE AT TOP FADING INTO THE COLOR YELLOW AT THE BOTTOM, OUTLINED IN BLACK WITH YELLOW HIGHLIGHTS. A BLACK LEFT ARM AND BLUE RIGHT ARM, WITH YELLOW SURROUNDING HIGHLIGHTS. ON TOP OF A BLUE OPEN ENDED RECTANGLE, AND A YELLOW BAND WITH THE WORDS "LIVING IN THE DASH" ACROSS IT LEADING TO A GREY AND WHITE CROSS.

SER. NO. 77-384,699, FILED 1-30-2008.

NICHOLAS COLEMAN, EXAMINING ATTORNEY

Int. Cls.: 16, 29, 30, and 35

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 46, 50, 100, 101,  
and 102

Reg. No. 2,978,044

United States Patent and Trademark Office

Registered July 26, 2005

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



THE WILLS GROUP, INC. (MARYLAND COR-  
PORATION)  
6355 CRAIN HIGHWAY  
P.O. BOX 2810  
LAPLATA, MD 20646

FOR: NON-MAGNETICALLY ENCODED PRE-  
PAID TELEPHONE CALLING CARDS, IN CLASS  
16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

FOR: DELI PRODUCTS, NAMELY, LUNCHEON  
MEATS, CHEESE, POTATO SALAD, SALADS,  
NAMELY FRUIT SALAD AND LETTUCE SALAD;  
NON-CARBONATED BEVERAGES, NAMELY,  
MILK, SOY-BASED FOOD BEVERAGE USED AS A  
MILK SUBSTITUTE, IN CLASS 29 (U.S. CL. 46).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

FOR: BAKERY GOODS; DELI PRODUCTS,  
NAMELY, PASTA AND MACARONI SALAD, PIZ-

ZA; SANDWICHES, SANDWICH WRAPS, SUBMAR-  
INE SANDWICHES; NON-CARBONATED  
BEVERAGES, NAMELY, COFFEE, COFFEE-BASED  
BEVERAGES CONTAINING MILK, TEA, ICED TEA;  
BREAKFAST CROISSANTS; BREAD, IN CLASS 30  
(U.S. CL. 46).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

FOR: RETAIL STORE SERVICES FEATURING  
CONVENIENCE STORE ITEMS AND GASOLINE, IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-1-2002; IN COMMERCE 12-1-2002.

OWNER OF U.S. REG. NO. 1,196,448.

SN 76-977,159, FILED 9-6-2002.

JAMES GRIFFIN, EXAMINING ATTORNEY

Int. Cls.: 16, 30, 32, and 35

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 45, 46, 48, 50,  
100, 101, and 102

Reg. No. 3,060,794

United States Patent and Trademark Office

Registered Feb. 21, 2006

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

DASH IN

THE WILLS GROUP, INC. (MARYLAND COR-  
PORATION)  
6355 CRAIN HIGHWAY  
P.O. BOX 2810  
LAPLATA, MD 20646

FOR: NON-MAGNETICALLY ENCODED PRE-  
PAID TELEPHONE CALLING CARDS. IN CLASS  
16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-26-1979; IN COMMERCE 11-26-1979.

FOR: BAKERY GOODS; DELI PRODUCTS,  
NAMESLY, PASTA AND MACARONI SALAD, PIZ-  
ZA; SANDWICHES, SANDWICH WRAPS, SUBMAR-  
INE SANDWICHES; NON-CARBONATED  
BEVERAGES, NAMESLY, COFFEE, COFFEE-BASED  
BEVERAGES CONTAINING MILK, TEA, ICED TEA;  
BREAKFAST CROISSANTS; BREAD, IN CLASS 30  
(U.S. CL. 46).

FIRST USE 11-26-1979; IN COMMERCE 11-26-1979.

FOR: CARBONATED AND NON-CARBONATED  
BEVERAGES, NAMESLY, SOFT DRINKS, FRUIT  
JUICES, SMOOTHIES, BEER; DRINKING WATER.  
IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 11-26-1979; IN COMMERCE 11-26-1979.

FOR: RETAIL STORE SERVICES FEATURING  
CONVENIENCE STORE ITEMS AND GASOLINE. IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-26-1979; IN COMMERCE 11-26-1979.

OWNER OF U.S. REG. NO. 1,196,448.

SN 76-977,333, FILED 9-6-2002.

JAMES GRIFFIN, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

● — DOT DASH

**Reg. No. 4,073,016**

**Registered Dec. 20, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

GSM (TRADEMARKS) PTY LTD (AUSTRALIA LIMITED LIABILITY COMPANY)  
1 BILLARONG PLACE  
BURLEIGH HEADS, QLD, AUSTRALIA 4220

FOR: EYEWEAR; SUNGLASSES; PARTS, FITTINGS AND ACCESSORIES FOR EYEWEAR  
AND SUNGLASSES, NAMELY, CASES, CHAINS, CORDS, FRAMES, SUPPORT BANDS  
AND STRAPS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

PRIORITY CLAIMED UNDER SEC. 44(1) ON AUSTRALIA APPLICATION NO. 1389809,  
FILED 10-20-2010, REG. NO. 1389809, DATED 7-15-2011, EXPIRES 10-20-2020.

THE MARK CONSISTS OF A DOT, A DASH, AND THE WORDS "DOT DASH", WITH "DASH"  
IN BOLD PRINT.

SER. NO. 85-175,129, FILED 11-12-2010.

LINDA ESTRADA, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
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**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, July 6, 2010 00:12 AM  
**To:** jnipp@summalaw.com  
**Subject:** Trademark Serial Number 77938357: Official USPTO Notice of Allowance

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## **NOTICE OF ALLOWANCE (NOA)**

**ISSUE DATE: Jul 6, 2010**

**Serial Number:** 77-938.357  
**Mark:** MAD DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 7240.008

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may not be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

### **REVIEW APPLICATION INFORMATION FOR ACCURACY**

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.



**Serial Number:** 77-938,357  
**Mark:** MAD DASH(STANDARD CHARACTER MARK)  
**Attorney Reference Number:** 7240.008  
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11610 N COMMUNITY HOUSE RD  
CHARLOTTE, NC 28277-2199

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO                      Section 1(b): YES                      Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

009 - Laptop carrying cases; Notebook computer carrying cases -- FIRST USE DATE: NONE; -- USE IN COMMERCE  
DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.